

Sharp Receives Six Awards At NAB Show 2018

MONTVALE, N.J., April 17, 2018 // — Sharp Electronics Corporation wrapped up its debut at NAB Show 2018 by taking home six awards for the innovative products it showcased at the event. The awards are as follows:

- **NewBay Best of Show Award from *DigitalVideo*.** This was a double win. One award was presented for the Sharp 8K Ultra-HD (UHD) Professional Camcorder and another for the Sharp 8K UHD LCD Monitor.
- **NewBay Best of Show Award from *TV Technology*.** The award also went to Sharp for both the 8K Professional Camcorder and the 8K UHD LCD Monitor.
- **NewBay Best of Show Award from *Sound & Video*.** The recognition went to the 70-inch Class 8K UHD LCD Monitor.
- **RedShark News Best in Show.** Sharp won this award for its 8K technology on display and the work it does to promote the benefits of the 8K space.

NewBay's Best of Show Awards are evaluated by a panel of engineers and industry experts, and are selected based on innovation, feature set, cost efficiency and performance in serving the industry. All nominated products are featured in the special Best of Show Awards Program Guide, to be distributed in digital edition form to more than 100,000 readers of *TV Technology*, *Digital Video*, *Video Edge*, *Government Video*, *Radio World*, *Radio magazine*, *Pro Sound News* and *Sound & Video Contractor* after the convention.

Sharp received all six awards for its future 8K technology, which was showcased through amazing demonstrations in the 8K ecosystem, and are expected to be available in the U.S. later this year. The 8K UHD Camcorder allows the user to shoot, record, playback and line-out in 8K – and is the world's first 8K UHD camera to combine these four functions into a single camera body. Meanwhile, Sharp's 8K UHD 70-inch Class Monitor provides the opportunity to experience the ultimate in high definition that conform to the 8K UHD standard (7,680 x 4,320 pixel resolution) and offers HDR (HLG/PQ) functionality with a peak brightness of 1,000 nits.

The NewBay Best of Show Awards at NAB are now in their fifth year," said Paul McLane, NewBay managing director, content. "The program seeks to shine a spotlight on relevant innovations in technology as seen around the million-square-foot exhibit floor of the industry's top trade show. The list of 2018 winners and nominees gives real insight into where and how rapidly our media tech businesses are evolving."

Said David Shapton, Editor-in-Chief, RedShark Media: "We gave this award to Sharp for demonstrating to the world that 8K is not only possible but a genuine and significant improvement over 4K that brings obviously visible benefits to all viewers."

"We're honored to receive these awards from NewBay and RedShark News for our innovative lineup of 8K technology," said Doug Albregts, President and CEO, Sharp Imaging and Information Company of America. "Sharp believes 8K will positively impact the future of technology – and change the world."

About Sharp Electronics Corporation

Sharp Electronics Corporation is the U.S. subsidiary of Japan's Sharp Corporation. Sharp is a worldwide developer of one-of-a-kind home appliances, networked multifunctional office solutions, professional displays, robotics, energy systems and electronics components. Sharp was honored as an inaugural Thomson Reuters Top 100 Global Technology Leader in 2018, recognized as one of the tech industry's most operationally sound and financially successful organizations.

About Sharp Imaging and Information Company of America

Through U.S. Professional Display Distributor sales channels, Sharp is the top selling volume and revenue share brand of 60"+ Professional Flat Panel Displays.* Sharp's professional and commercial displays are specially engineered for business applications and are offered in a wide range of sizes and varying capabilities. From high-impact displays for digital signage, to state-of-the-art ultra-narrow bezel video walls, to the award-winning AQUOS BOARD interactive display systems, Sharp commercial and professional displays help you communicate, collaborate and disseminate information brilliantly. For more information, visit our website at siica.sharpusa.com.

*Results based on PMA Research, the large screen displays experts, U.S. Distributor Flat Panel Tracking Service report, February 2018. Results are not an endorsement of Sharp. Any reliance on these results is at the third party's own judgement and/or responsibility. Visit pmaresearch.com for more information.

For more information on Sharp's business products, contact Sharp Electronics Corporation, 100 Paragon Drive, Montvale, N.J., 07645. For online product information, visit our website at siica.sharpusa.com.