

**PRESS RELEASE: Embargoed until 10/2/15 10.00 am CET**

## **SHARP'S PARTNERS DEMONSTRATE LATEST INNOVATIVE DISPLAY TECHNOLOGY AT ISE**

*Includes football coaching tool used by Premier League clubs, touchscreen video walls and ultra-HD applications for engineers*

**Amsterdam, 10 February 2015** – Sharp Europe, leading manufacturer of Visual Solutions technology, will be performing interactive demonstrations with its partners at ISE, as well as unveiling a Full-HD 55" video wall display (PN-V551), the first to feature its "Uniform Colour Calibration Technology." Sharp is also expanding its 4K display range with a new stylish 70" display, the PN-H701, and will show case its recently introduced PN-Y series.

Michael Bailly, Product Planning and Marketing Director Europe, Sharp Europe Visual Solutions Europe: "Thanks to Sharp's continuous investment in R&D and talent, we're able to bring technologies to market that transform the solutions that our partners can offer. We are committed to a consistent, long term strategy of growing our business steadily through partnership, channel development and innovative products. Our multi-faceted stand is testament to this."

In a series of separate themed areas, including 4K, collaboration, retail, education and interactive zones, Sharp's Selected Premium Partners will showcase a range of integrated solutions aimed at different business environments. The solutions include large, bright monitors for retail, pressure sensitive interactive displays, video walls and digital signage applications, demonstrating Sharp's advanced UV<sup>2</sup>A TFT, IGZO and 200Hz IR touch sampling rate, and video wall technologies.

Sharp is proud to be collaborating with the following companies:

### **Crestron**

Crestron Electronics is the leading provider of control and automation systems. Providing integrated solutions to control audio, video, lighting, computer, IP and environmental systems, Crestron makes it easier to use technology in corporate conference rooms, hotels, classrooms, auditoriums, and in the home. On Sharp's stand, Crestron will demonstrate its new Crestron RL (Room Lync) video conferencing solution, which combines intuitive room controls with the collaboration features of Microsoft Lync 2013. Two Sharp BIG PADs on Sharp's stand will be connected directly to BIG PAD units located on Crestron's own stand using Crestron RL.

### **Global Coach**

Global Coach is a world leader in enterprise sports coaching software for high level sports clubs. Originally developed by Champions League winning manager Rafa Benitez, Global Coach has evolved from its roots as a simple tool for creating training drills into a multi-user multi-platform collaborative enterprise solution for elite professional football clubs.

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Global Coach is partnering with Sharp to bring a new dynamic and interactive approach to coaching by utilising Sharp's BIG PAD and a range of touchscreen devices in conjunction with Global Coach software. The core of the product, its ground-breaking tactical animation feature, is a tool described by staff at one of Europe's most successful football clubs as "the market leader in animation in the world right now".

### [~sedna gmbh](#)

~sedna gmbh is a digital solutions development and service company based in Berlin, Germany, specialising in software and hardware solutions for the Mac platform. By providing innovative solutions for digital signage, multi-touch and control systems on the Mac platform, ~sedna offers clients the flexibility, reliability and user-friendliness to create something that's truly unique. ~sedna is exhibiting an e-signage network infrastructure, based on ~sedna presenter software, used across the entire booth to deliver the right content to the right monitor at the right time.

### [iac.technology GmbH](#)

iac.technology GmbH provides technology for creating architectural designs of interactive experience concepts. An innovative and very sophisticated multi-touch technology combined with video walls of any size and almost any shape generate building blocks for staging virtual multi-user scenarios that capture the audience and make them part of the immersive performance. Sharp displays provide the ideal canvas for presenting iac.technology's solutions.

### [asignum! GmbH](#)

asignum! is a Berlin based digital full-service agency. Its main business is consulting, concept developing, user interface and app-design, 3D visualisation, technical implementation of interactive applications, and also software development for all kinds of digital media from online to offline, and from stationary to mobile. asignum! develops cross-system, platform-independent solutions, with a focus on PoI and PoS as well as digital signage; e.g. multiuser multitouch solutions for exhibitions, events, museums, hotels, showrooms or kiosk solutions for public places. On Sharp's stand asignum! will demonstrate the touch functionality of its glass overlay on a 3x2 PN-V601 screen based videowall, in an application suitable for lobbies in hotels, museums and cinemas.

On its stand, Sharp will also be showing solutions from its Featured Technology Partners: [SMS-Smart Media Solutions](#) (monitor wall brackets and stand systems); [DUMETS](#) (indoor and outdoor monitor enclosures); [Datwyler](#) (wireless network infrastructure with multiple access points) and [ProGraphics / Rolf Huwer Consulting](#) (customised Windows workstations for high-end applications).

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### **About Sharp Visual Solutions**

*As an innovator and world leading manufacturer of display technology, Sharp offers an extensive range of displays and solutions for any type of professional application. Screen sizes up to 90 inches are currently available with outstanding features such as high brightness and incredible picture quality with lower power consumption and 24/7 operation. Some models also benefit from advanced features such as video wall capability, interactivity and ultra-high resolution. Used in combination with Sharp's Cloud Portal Office, a collaborative storage and workflow service, Sharp help businesses stay connected, improve teamwork and perform better. This is why Sharp is the perfect solution for every professional display need.*