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News Release

FOR IMMEDIATE RELEASE

Sharp Launches New 4K UHD Projectors

The all-new P Series projectors are Sharp's first products developed leveraging NEC's impeccable projection heritage

MISSISSAUGA, ON – JUNE 12, 2024 – Sharp Electronics of Canada Ltd. (SECL) today announced the launch of the new Sharp P Series projectors – the XP-P601Q and XP-P721Q. These are the first Sharp projectors developed utilizing more than 35 years of projector experience from NEC. The Sharp P Series projectors provide viewers with stunning 4K ultra-high-definition (UHD) images bright enough for commercial use across numerous industries and signage applications, including corporate conference rooms, museums, and higher education classrooms.

Superior 4K UHD Image Quality

The new Sharp P Series projectors deliver a picture that will leave a lasting impression, with the 6,000-lumen P601Q model and the 7,200-lumen P721Q model offering incredibly sharp and crisp quality even in well-lit settings. This makes the Sharp P Series projectors ideal for corporate settings and higher education classrooms, as well as fast-growing, emerging markets such as museums and golf simulators, which have seen expansive growth in both consumer and commercial markets.

Maintenance Free

The new Sharp P Series laser projectors utilize DLP imaging technology designed to be filter-free, resulting in no maintenance and a low total cost of ownership for at least 20,000 hours. With no lamp and no filter, the Sharp P Series projectors are engineered to provide years of worry-free operation.

Flexible Installations

The new Sharp P Series projectors feature a broad 1.6x motorized zoom lens and motorized vertical and horizontal lens shift, giving installers more options when choosing an installation location. These features make complicated and tedious installation processes much easier, faster, and less cost-intensive. Additionally, HDBaseT inputs simplify installations by allowing a single cable to run long distances for video, audio, and control versus HDMI. Tilt-free and Roll-free capabilities make floor, ceiling, and portrait projection possible, opening new possibilities for unique applications. "Launching our first 4K UHD projectors under the Sharp brand marks a significant milestone in our journey of innovation and excellence," said Kalden Tsung, Manager of Product Marketing at Sharp

Electronics of Canada Ltd.'s Visual Solutions Group. “The new Sharp P Series projectors highlight our dedication to delivering exceptional image quality and reliability, ensuring we meet the diverse and evolving needs of our customers across various sectors.”

While Sharp continues NEC’s legacy of quality and reliability in the projector market, the company also maintains a best-in-class 5-year limited warranty and InstaCare advanced exchange program or 3-day repair and return for the duration of the limited warranty. To ensure the highest level of customer support for the projector product line, Sharp provides a highly skilled technical support team with over 50 years of combined projector experience available for customers and prospects.

Sharp is dedicated to delivering the best projectors to the market, supported by a comprehensive and experienced team throughout the entire product lifecycle, including engineering and design, technical support, product management, and sales and marketing.

To learn more about Sharp’s new P Series projectors, please visit [Sharp Canada Projectors](#).

About Sharp Electronics of Canada Ltd.

Sharp Electronics of Canada Ltd., a subsidiary of Sharp Electronics Corporation, is a leading provider of business solutions and consumer electronics. Our consumer products include state-of-the-art home appliances such as microwaves, refrigerators, and air purifiers, designed to elevate daily living. For businesses, we offer advanced office solutions including multifunction printers, professional displays, and interactive touchscreens that enhance productivity and collaboration. Committed to excellence, innovation, and customer satisfaction, Sharp Electronics of Canada Ltd. strives to meet the diverse needs of our customers. Our innovative products and solutions are designed to improve efficiency and productivity, enhancing the quality of life. Explore more at sharp.ca and stay updated by following our [LinkedIn page](#).

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