

## Sharp Electronics Blog Post Writing Samples

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## » 108"-class AQUOS® Display at Sixth Avenue Electronics Store Focuses the Spotlight on the World's Largest LCD TV

February 4, 2008

Sharp recently presented the world's largest LCD TV for the first time in a U.S. retail store. The 108"-screen size class AQUOS LCD TV came to Sixth Avenue Electronics in Paramus, NJ directly from January's Consumer Electronics Show, where for the second year in a row it dazzled crowds with its impressive size and astonishing image quality.



With its combination of world-class size and picture quality the 108"-screen size class AQUOS makes a HUGE impression.

Sixth Avenue displayed the television for ten days in January, attracting the interest of not just customers but also media and industry specialists. On January 31, Bruce Tripido, Sharp Electronics Associate VP of Marketing, and Sixth Avenue executives including CEO Mike Temiz, discussed the successful partnership between the two companies and answered questions from the press. Tripido gave a brief presentation about the development of the world's largest LCD TV, which Sharp expects to make commercially available in the Spring of 2008.



Sharp's Bruce Tripido (fifth from right) joins Mike Temiz and the Sixth Avenue sales team to celebrate this Spring's commercial launch of the 108"-screen size class AQUOS LCD TV.

Sharp Electronics and Sixth Avenue have collaborated for 17 years to deliver the highest quality products to consumers, leading to an increased market presence for the AQUOS brand. Sixth Avenue sells AQUOS products in all of its 13 locations in New York and New Jersey, and its Paramus location features a spacious AQUOS showroom with a full range of LCD TV models, plus a luxurious Sharp Cinema.

## » Sharp Solar System Helps a California Fruit Farm Save Electricity and the Environment

March 18, 2008

Farm ACW, located ten miles north of Fallbrook, California, is a 1000-acre farm that produces five million pounds of fruit and 250,000 pounds of honey each year. The bulk of the farm's electricity consumption is used to power irrigation pumps for the crops, which include avocados, guava, passion fruit, macadamia nuts, bananas, cherimoyas, kumquats, mangoes and coffee.

As electricity prices in the San Diego region began to rise, Farm ACW sought more efficient energy sources to cut back on its electricity bills. Initially, the farm switched to diesel fuel to power its irrigation system but this proved to be cost-prohibitive and a source of air and noise pollution. It then focused its attention on clean energy sources and decided to install a solar electricity system.

Farm ACW turned to WorldWater & Solar Technologies to install a 1-megawatt Sharp solar electricity system. Farm ACW now operates one of the largest solar-powered agriculture systems in the U.S., with three-quarters of its operations powered by solar electricity. The farm is committed to increasing its reliance on solar energy and plans to install additional Sharp solar modules in the future to make the farm 100 percent energy self-sufficient.



Covering two acres of a five-acre plot, the solar installation consists of 6,310 industrial-grade Sharp solar modules.



This one-megawatt Sharp solar electricity system has helped Farm ACW cut its electricity bills by 50 percent and produce clean energy for irrigation in the Southern California mountains.

Farm ACW has decreased its monthly electricity bills by approximately 50 percent by switching to solar, with a monthly savings of approximately \$23,000. The move to clean, renewable energy was timely, as the farm looks to become 100 percent organic over the next two to three years. The growing trend of going green and becoming energy-efficient, both among business and consumers, is expected to increase the demand for solar panels and present great market opportunities for Sharp, as a leader in solar cell and module production in the U.S. and world markets.

## » SHARP Takes its Show on the Road with the AQUOS® Mall Tour and Entertainment Lounges

March 25, 2008

From September 2007 until early March 2008, Sharp Electronics took its show on the road again with the second stage of its highly successful AQUOS LCD TV Mall Tour. As part of a four-year strategic partnership with Taubman Centers, Inc. – a shopping center developer operating 23 suburban properties targeting affluent buyers -- the AQUOS Tour visited 12 malls in ten states. This is Sharp's first national alliance with a shopping center developer and includes two components that complement each other to create a strong, innovative promotional strategy.

The first component is a nine-day mall tour at each location, featuring an interactive display of the AQUOS D64 series with a Sharp Blu-ray player. In display areas at each mall, consumers experienced the spectacular HD image quality of AQUOS televisions. They also enjoyed the opportunity to talk with Sharp Product Specialists about the company's products and promotions.



Knowledgeable Product Specialists introduce shoppers to Sharp's latest products at the Woodfield Shopping Center in Schaumburg, IL.

Local radio spots generated high attendance, with a total of 3,750 consumers visiting the Mall Tour in its 12 locations. In addition to learning more about AQUOS TVs and receiving pre-purchase advice from specialists, each visitor had the opportunity to enter a sweepstakes to win one of 12 AQUOS TVs to be given away at the end of March. These popular mall tours will begin their next run in September 2008.



The Sharp AQUOS Lounge lets shoppers take a break at the Beverly Center in Los Angeles, CA.

The second component of the partnership is the opening of ten AQUOS Entertainment Lounges, located in Taubman-operated malls in nine states. Featuring 46- and 52-inch AQUOS LCD TVs, they let consumers take a break from shopping while enjoying premium-quality live HD content in a comfortable setting. The AQUOS Entertainment Lounges, which will be in place in these malls for four years, feature Sharp AQUOS as their exclusive HD television. The interaction of shoppers with the company's products is designed to increase brand awareness and introduce consumers to the stunning picture quality of AQUOS televisions.



Customers enjoy live HD content on AQUOS LCD TVs at the Cherry Creek Mall in Denver, CO.



## » Earth Day 2008: A Great Chance for Everyone to Think Green and Act Green!

April 15, 2008



On Tuesday, April 22nd, Sharp celebrates Earth Day. It's a great chance to join together to improve our environmental awareness and emphasize our commitment to being an environmentally advanced company. While each main SEC office will celebrate Earth Day in its own way, all participants will receive great giveaways including a grocery tote made of recycled material, a 20-watt energy-saving compact fluorescent light bulb, a seed-infused post-card, samples of earth-friendly cleaning supplies, and a seedling that you can plant in your own back yard. These products can be just a start for all of us to live a more environmentally-conscious lifestyle.

All employees participating in Earth Day activities have the chance to win a Sharp air purifier or two travel vouchers from Jet Blue by putting their name in a fishbowl in their SEC cafeteria. We'll give away one air purifier in each location, and one Grand Prize winner company-wide will win two travel vouchers from Jet Blue. Employees will also have the opportunity to order discounted energy-saving kits from Niagara Conservation through a special link on the Sharp Intranet site. Stay tuned for details!

The Earth Day Celebration on April 22nd at our Mahwah headquarters will feature a display area for outside vendors and a Sharp table with informational materials about our products and energy-saving initiatives. Located in the cafeteria from 1-4pm, it will offer the opportunity to learn more about eco-friendly products in an informal setting. Vendors include Niagara Conservation, Abbey Eco Water Systems, Whole Foods, Rockland Electric, Precision Cooperative Purchasing, PNC Bank, and Prestige Toyota of Ramsey, who will present the Toyota Hybrid.

SHARP



This Earth Day, Sharp salutes all those working to make our planet healthier, safer and more energy efficient.

[www.sharpusa.com/environment](http://www.sharpusa.com/environment)

**Sharp encourages employees and vendors to strengthen their commitment to the environment.**

Sharp makes a point to reach out to local vendors, businesses and organizations to promote regional cooperation for a more sustainable community. So we're pleased that the Ramapo Rescue Squad as well as students from Ramapo College's





and 11am. You'll have the opportunity to learn about backyard composting and enter to win a free Earth Machine compost bin. And you'll also have the chance to buy a composter on the spot at a substantial discount.

**All attendees who attend the composting seminars on April 22 in Mahwah may enter to win an Earth Machine composting bin.**

Finally, no Earth Day would be complete without the ceremonial tree-planting lead by Frank Marella, Senior Manager of Corporate Environmental Affairs, which will take place by the walking path behind the Mahwah North Building.



**Earth Day celebrations at Mahwah Headquarters will be capped off with a tree planting ceremony.**

Earth Day activities aim to educate Sharp employees about leading an environmentally-conscious life that helps preserve the planet and saves valuable resources. Join your colleagues for a day of fun, green education and eco-friendly giveaways to celebrate Mother Earth. And make every day Earth Day!

## » Sharp's Introduction of Environmentally-friendly Shipping Pallets Benefits the Environment and the Company's Bottom Line

May 27, 2008

In its continuing efforts to implement environmentally-conscious measures in all company activities, Sharp Imaging and Information Company of America (SIICA) and the Logistics & Supply Chain Planning Team will begin shipping copiers and printers to some Sharp Business Systems (SBS) sales branches on corrugated cardboard "honeycomb" pallets. While conventional wood pallets are heavy and may not be recycled, the new pallets are customizable and 100% recyclable. Their honeycomb core structure is light-weight yet so strong they can support as much as 3,000 pounds, easily handling all current MFP products double-stacked.



Logistics & Supply Chain Planning team members Dave Evans, Dave Dwyer, Al Togno, Derek Hornacek, Mohamad Kataw and Jonathan Shan demonstrate the strength of the new Honeycomb pallets.

The SIICA Team, Logistics Team, and Mahwah Purchasing Department teamed up to implement the use of the new pallets which offer an impressive number of additional advantages. Their manufacture uses much less wood than conventional pallets, and their construction without nails means less risk of shipping carton damage. Their purchase price is one-third less than that of wood pallets. And their lower weight - 7 pounds vs. 60 pounds - can save the company an average of \$15 in shipping costs per pallet. Lighter trucks also result in less CO<sub>2</sub> emissions.

In fact, Sharp's transition to corrugated honeycomb pallets completes the action step required of the company as a member of the U.S. Environmental Protection Agency's SmartWay™ Transport Partnership program, an alliance focused on transportation efficiency improvements and reductions in greenhouse gas emissions. It also puts Sharp in the running for a third consecutive "SmartWay Excellence Award."

Following successful implementation of the pilot program with the SBS branches, Logistics plans to expand the program to the remaining SBS branches, the dealers and the retail customer base. SEC is also investigating the feasibility of using the honeycomb pallets for shipping solar modules from Sharp's assembly facility in Memphis to customers around the country.

## » Sharp Provides Photovoltaic Panels for Far Niente Winery's "Floatovoltaic" Solar Array

June 17, 2008

Napa Valley wine producer Far Niente has gone live with its "Floatovoltaic™" system. The solar array creatively couples photovoltaic solar power with water, saving valuable vineyard acreage from being sacrificed for land-mounted arrays. Far Niente's Floatovoltaic system involved securing almost 1000 Sharp solar panels on pontoons, then floating the pontoons on the winery's vineyard irrigation pond. Combined with an additional 1,300 panels located on land adjacent to the pond, the array generates 400 kilowatts at peak output, significantly offsetting the winery's annual power usage and providing a net-zero energy bill.



Almost 1000 Sharp solar panels were secured to pontoons to create an innovative "Floatovoltaic" solar array

Far Niente is making a strong commitment to the long term sustainability of this magnificent region of Northern California. The conversion to solar is part of Far Niente's collective movement toward "conscientious luxury," an integrated program enabling the production of luxury wines through sustainable measures affecting the vineyard, winery and day-to-day business practices. While solar is the centerpiece, complementary practices include sustainable and organic farming, powering farming vehicles with biodiesel fuels, recycling, the use of hybrid company vehicles and other environmentally responsible measures.



**Floating the solar panels on the vineyard's irrigation pond saves valuable vineyard acreage**

The Far Niente solar array is located in the 100-acre Martin Stelling Vineyard, which is the cornerstone of its Cabernet Sauvignon program. About one acre of vineyard was removed to accommodate the land-mounted portion of the system, but the floating array's positioning on the pond saved another three-quarters of an acre of valuable Cabernet vines. Far Niente and its sister winery Nickel & Nickel join a small but quickly growing contingent of Napa Valley wineries who are adopting solar power at a rate more than 40 times faster than California businesses in general, making them a positive example of the practicality of sustainable agriculture.



## » SEC Kicks off "Solar Academy" Environmental Education in the U.S.

July 1, 2008

At Sharp, being an environmentally-advanced company means we're as passionate about improving the quality of life for future generations as we are about enhancing the lives of people today. That's why our efforts to minimize environmental impact include helping children learn about global warming, recycling, solar power and how they can adopt an environmentally conscious lifestyle. And that means expanding our highly successful "Solar Academy" program from Japanese to American elementary schools.



**Sharp's Solar Academy teaches fifth graders the basics of Reduce, Reuse and Recycle.**

Since 2006, Sharp has presented the Solar Academy to 37,000 Japanese school children, visiting 517 schools in 2007 alone. Adapting these programs to American students, Sharp Electronics Corporation is beginning pilot classes this October in New York, New Jersey and Southern California. The environmental education programs explore two key themes: Renewable Energy and Recycling. Both sections move from a focus on global warming towards helping the students translate the lessons into action in their everyday lives.

Last week, Ms. Satoe Saito from Sharp's Environmental Education and Outreach Department in Osaka introduced an enthusiastic group of students at the New Jersey Japanese School to Global Warming and Recycling basics. Her class will serve as a model of the basic principles of environmental education: 1) Teach in a scientific manner, 2) Use entertaining experiments to give students a base for learning, and 3) Foster the mindset to practice what they have learned.



**Ms. Saito from Sharp Corporation in Japan demonstrates how plastics and metals are separated during the electronics recycling process.**

SEC Environmental teams in Mahwah, New Jersey and Huntington Beach, California are working with teachers in their local school districts to incorporate the program into the students' regular fifth grade curriculum. For instance, sections on global warming tie in with science lessons, while the students can practice their math skills while examining their home energy bills. The Mahwah team is also working with the teachers at Connor Elementary School in Suffern, NY to develop a global cultural exchange program. It will allow American students to communicate directly with students in Japan to learn how their homes, their lives and their energy usage compare. And late this summer, the company plans to hold a special Solar Academy class in Mahwah for children of SEC employees.



Students show an avid interest in environmental education as they participate in simple, entertaining experiments.



## » New Advertising Campaign Highlights Sharp's Leadership in LCD TV and Solar Technologies

July 8, 2008

This week, Sharp Electronics Corporation launches an exciting new national ad campaign based on products and innovations that help change consumers' lives, from providing clean energy sources to improving the experience of watching a Major League Baseball game at home. The campaign reinforces the message of LCD leadership as well as our commitment to the solar industry and providing energy-saving and energy-creating products.



Sharp's MLB-themed TV spots portray the AQUOS TV as the ultimate fan "ticket" to a great viewing experience.

### AQUOS and Major League Baseball

The first phase of this print, broadcast and online advertising campaign focusing on AQUOS LCD TVs, kicked off May 19 with spots on national broadcast and cable networks. The Major League Baseball theme portrays the AQUOS TV as the ultimate "ticket" for a baseball fan, providing the viewer with the best seat in the house. It includes the campaign tagline, "Change your TV, Change your Life," empowering consumers to improve their lives by improving their television viewing experience.





Sharp's new Solar-themed TV spot highlights some of the many different Sharp solar-powered installations around the world.

### Solar

On July 7, Sharp launches a series of five print ads in major U.S. newspapers to coincide with the beginning of this year's G8 Summit in Tokyo, which focuses heavily on climate change and renewable energy. And on July 14th a new television commercial will feature Astrophysics Professor Gerard Fasel from Pepperdine University communicating Sharp's vision of a solar-powered world. This TV spot will highlight some of the many different Sharp solar-powered installations around the world with the tagline, "Change Your Power, Change Your Planet." This will be Sharp's first solar-focused television commercial for the United States market.



These three Solar-themed print ads, part of a five-part series, will appear in the Wall Street Journal, NY Times, LA Times and Chicago Tribune.

### LCD Leadership

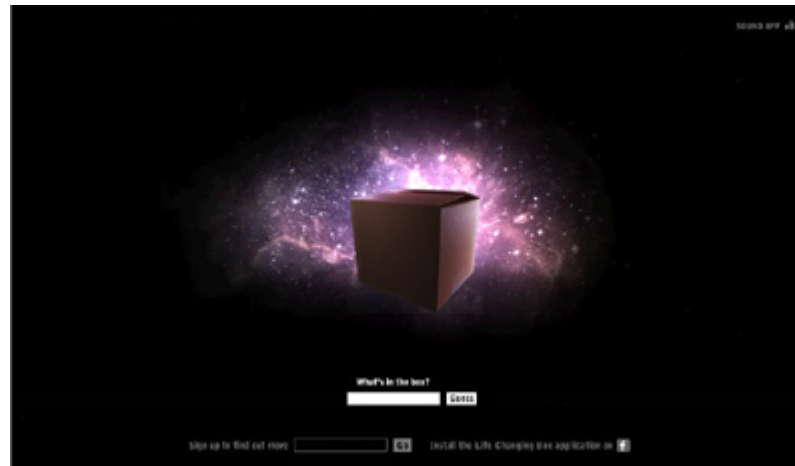
A third TV commercial, which will also launch on July 14, highlights Sharp's history as the LCD industry pioneer with the message "Change Your TV, Change Your Life." The spot features Professor Fasel highlighting some of Sharp's many notable LCD industry "firsts".



The LCD Leadership tv spot reinforces the message of Sharp's LCD industry innovation.

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All three TV commercials – Major League Baseball, Solar and LCD Leadership -- will air nationally during the broadcast of MLB's All Star Game, where we'll launch a nationwide sweepstakes promotion awarding over 1,000 prizes including trips, AQUOS TVs and chances to meet MLB players. In addition to the TV commercials and print advertising, the campaign will launch the informative micro-website [www.lifechangingbox.com](http://www.lifechangingbox.com), and a supporting online advertising campaign.



Sharp's new "microsite" at [www.lifechangingbox.com](http://www.lifechangingbox.com) is currently an intriguing "teaser" for a more in-depth discussion of Sharp technology leadership. The full site goes live on July 14.

## » Sharp-sponsored High School Students Win Big in Solar-Powered Boat Race

July 15, 2008

A Sharp-sponsored group of students from Palos Verdes Peninsula High School was one of 40 teams from schools throughout Southern California to compete in "Solar Cup 2008." This innovative educational program introduces students to practical applications of science while promoting awareness of water quality issues. Developed by the Metropolitan Water District, the program challenges the students to put to use their studies of alternative energy sources, electrical and mechanical systems as they construct and race their energy efficient, solar-powered boats on Riverside County's Lake Skinner.



**Sharp's Solar Energy Solutions Group donated four solar modules to Palos Verdes Peninsula High School to power their "Solar Cup 2008" entry**

The 40 teams, both veterans and rookies to the competition, were provided with identical boat kits and \$1500 to purchase motors, transmissions, batteries and all other components needed. Sharp's Mike Amati, Assistant Engineering Trainer for the Solar Energy Solutions Group (SESG) in Huntington Beach, acted as an advisor to the Peninsula team, and provided the four high-efficiency 80 Watt Sharp solar modules that powered the first year contestants' entry.



**The Sharp 80W Watt solar modules both powered the boat and charged its batteries.**

For six months, the group of high school juniors and seniors prepared for the four categories in the competition:

- The Visual Display event tested the students' communications skills, requiring them to create a 30-second "commercial" about Water Conservation.
- The Technical Inspection examined the boats for proper construction, floatation, maneuverability and safety.
- In the Sprint Race, the boats competed to cover 200 meters in the fastest time.
- The Endurance Race challenged the students to cover the maximum possible distance in 90 minutes. This required the teams to carefully balance the power generated by the solar modules and the storage batteries, regulating the current between the two sources to find the "sweet spot" of maximum efficiency.



**Palos Verdes Peninsula High School's team of students and advisors celebrate their big win**

The competition, held May 16-18, was a triumph for the student engineers and for alternative energy as well. Not only did Peninsula take 1st in all four categories of the rookie division, but they also sealed an impressive 5th place in the overall competition!

SESG's Mike Amati is looking forward to working with the students again next year as they fine-tune their winning formula for an even better result in "Solar Cup 2009."

## » Sharp Powers the Nation's Most Visible Solar Array at Denver International Airport

September 2, 2008

On August 19, over 100 business executives and government officials joined Denver Mayor John Hickenlooper as he dedicated a two-megawatt solar energy system at Denver International Airport (DIA). Using more than 9,200 Sharp solar panels, the ground-mounted photovoltaic array is one of the nation's largest – and one of its most prominent – solar power systems.



The highly visible Sharp solar system at the entrance to the Denver International Airport covers seven and a half acres, an area equivalent to seven football fields.

Sharp solar customers MMA Renewable Ventures and WorldWater & Solar Technologies joined with DIA to develop an innovative public-private partnership, leveraging tax credits and incentives to finance this landmark solar power system. Covering an area at the airport's entrance equivalent in size to seven football fields, the installation was constructed on land that until now was unusable.

The system will generate over 3 million kilowatt hours of clean electricity annually while reducing carbon emissions into the atmosphere by more than 6.3 million pounds. It also employs a tracking system that follows the sun during the day for greater efficiency and energy production.



Ron Kenedi, VP of Sharp Solar Energy Systems (left), joins Denver Mayor John Hickenlooper, CEO of MMA Renewable Ventures Matt Cheney, and MMA Sr. VP of Corporate Development Mark McLanahan to celebrate the system's dedication.

Ron Kenedi, vice president of the Sharp Solar Energy Solutions Group, noted, "As a leading global solar provider, Sharp is proud to be part of this tremendous effort to help Denver achieve its ambitious sustainability goals. This solar PV system will significantly reduce greenhouse gas emissions, electricity costs, and grid constraints – while helping to improve Denver's air quality and the region's overall environment."





Denver International Airport is the fifth busiest airport in the U.S., serving nearly 50 million passengers annually; its solar system is one of the largest at any airport nationwide.

One of three U.S. airports to be accepted into the Environmental Protection Agency's National Performance Track Program, DIA's solar project illustrates how sustainable development can work as an integral operating principle – while the airport maintains a successful, profitable business, breaking records for passenger traffic and earning high customer satisfaction ratings.

## » Sharp Debuts New AQUOS® line at CEDIA Expo in Denver

September 9, 2008

At last week's CEDIA Expo, the nation's top residential electronics systems tradeshow, Sharp solidified our leadership with the advanced technology and contemporary styling that consumers are demanding. One of the highlights of the show was our groundbreaking "Limited Edition" AQUOS series, which combines unprecedented image quality, the ultimate in thin design and advanced environmental performance. With a depth of only one inch at its thinnest part, the TVs establish a new design standard for LCD TV and allow for an even greater variety of installation styles, such as unobtrusive wall mounting.



Attendees were impressed with the image quality of Sharp's Limited Edition Series.

Available in 52-inch and 65-inch screen sizes, the Limited Edition series is less than one inch thick at its thinnest point. It utilizes an LED backlight that allows these models to achieve much wider color reproduction and a Dynamic Contrast Ratio of 1,000,000:1 for remarkably deep blacks and an ultra-crisp picture. The Limited Edition models are also equipped with a new system designed to lower power consumption during use by adjusting the screen brightness based on the level of brightness in the room.



The Limited Edition Series features an ultra-thin profile and astounding picture quality.

To deliver clear, natural sound to match the high quality of the picture, Sharp joined with Pioneer Corporation to develop a thin-design speaker system that combines with Sharp's unique 1-bit digital amplifier. The Limited Edition series also includes Sharp's AQUOS Net capability.



Sharp is working with Modia, a high-style home theater retailer and designer, to offer furniture solutions that complement the Limited Edition AQUOS models.

Sharp is bolstering its leadership position by increasing its focus on our lineup of 120 Hz AQUOS models with the introduction of the D85 series, which features Sharp's Fine Motion Enhanced 120Hz technology for smooth, fluid, motion-picture quality. Sharp further enhanced its product mix of full-HD models in screen sizes over forty inches with the introduction of the D65 Series, a mainstream model with competitive specs and pricing.



New AQUOS D65 and D85 Series models flank the 108" LCD monitor at Sharp's CEDIA booth.

Sharp's CEDIA booth was also packed with advanced digital technologies that complement the flat-panel TV revolution including two new Blu-ray Disc™ players and a range of mini- and micro- audio shelf systems that allow the user to play their music collection and charge their iPod® at the same time.

## » Mahwah's New Reserved Hybrid Parking Spaces Are Just One Reward for Driving a Green Vehicle

September 16, 2008

Only a few years ago, driving a hybrid seemed like something just an environmentalist or an engineer could get revved up about. Today, it's become a practical, mainstream choice, with more than twenty auto brands offering hybrid models including family cars, SUVs and full-size pickup trucks. Now, to help encourage employees to consider the advantages of hybrids, Sharp has set aside 15 premium parking spaces at SEC's Mahwah headquarters exclusively for the use of Hybrid Vehicles. You may already have seen the green signs designating these reserved spaces near the building entrances.

We're proud that Sharp employees are increasingly taking advantage of the new generation of hybrid cars and trucks to save money while also helping save the planet. Currently, 2.4% of employees at Mahwah headquarters drive their hybrids to work each day, just ahead of the national average of 2.2%. Employees at other SEC locations throughout the country are doing the same. Recently, dozens of employees attended "Test Drive a Hybrid Day" in Mahwah, and we hope that everyone will consider purchasing a hybrid next time they're in the market for a new car or truck.



Reserved Hybrid Parking Spaces are located close to all Mahwah building entrances.



After driving her Prius for a year, **Martha Harvey**, of Sharp's Strategic Marketing Communications Division, is a real believer in the value and importance of hybrids. She says, "I owned a jeep that was getting 20 mpg, and then I moved almost 100 miles from work. Suddenly I was going to the gas station every single day! I became very concerned about my gas mileage, but also increasingly aware of what I was doing to the environment. So I addressed both issues by taking advantage of hybrid technology. Now I average more than 45 mpg. I'm an unusual case since I commute so far, but the gas savings has already more than paid for the initial extra cost of the car."

Hybrids reduce up to 90% of emissions, deliver much better gas mileage, idle less and are even quieter than the average car. When power is not needed — at a red light or in bumper-to-bumper traffic — the engine completely shuts down and revs up again when you press on the accelerator. Hybrids run on a rechargeable battery and gasoline rather than gas alone, but the power shift between the gas engine and electric motor is so seamless you're not even likely to notice. Hybrids may be still a small percentage of cars on the road. But sales are surging, and there's never been a better time to consider switching to one of these clean, green, gas-saving machines.

**If you already drive a hybrid vehicle to SEC headquarters, contact Dennis Wall in Security (x8414) to get a special parking sticker for your car. And feel free to start parking your hybrid today in these premium Hybrid Only spaces.**

Mahwah Customer Service Specialist **Laurie Goldberg** just purchased her Toyota Prius this May. She says, "The sheer knowledge that hybrids are cleaner, and less dependent on oil, was very important. But my husband and I really bought it because it was so economical on gas. In fact, the city mileage is actually better than the highway mileage, because you use the electric motor more than the gas engine when you do a lot of starting and stopping."



## » On-site Media Company Counts on Sharp Monitors to Expand Restaurant Profits

September 23, 2008

Chicago-based OnSite Network has pioneered a way to help sports bars and restaurants build profits by taking advantage of group viewing of TV broadcasts on Sharp professional LCD monitors. Their key insight was that patrons will read and talk about written material added to a TV image without losing track of the main program. That's what drives the game statistics displayed on ESPN and the upcoming stories at the bottom of a CNN® screen.



Restaurants with the Onsite system installed report increased per-patron revenues and patron “dwell times” among the highest in the business.

Onsite augments the restaurant TV feeds with strips of content on the bottom and right sides, including sports, celebrity gossip, finance, health and wellness information. In addition, the venue may use the space for their own marketing or to sell to other advertisers. Research confirms that patrons really like the entertaining content. And the venues themselves are thrilled with this Digital Signage application because it keeps customers in the restaurant significantly longer so they spend more, leading to higher profits.





The Onsite-added advertisements are often animated, including moving automobiles and sweating beer bottles.

One thing that OnSite learned the hard way was the importance of the screen itself. They started out using lower-cost consumer televisions, but quickly came to realize the importance of choosing flat panel monitors with outstanding image quality and reliability. After careful investigation, they switched to Sharp 46", 52" and 65" industrial grade LCD monitors. OnSite reports that patrons now actually go out of their way to comment on the incredible images. And, with over 100 Sharp monitors installed, they have not had a single failure or service issue.



The OnSite network is growing rapidly with about 1.4 million viewers per month.

Sharp's professional LCD monitors offer anti-glare coatings that enable them to be placed in brighter areas where other screens might appear washed out. Higher contrast lets viewers discern details they might otherwise miss. And 176-degree viewing angles allow images to be seen from almost anywhere in a room. Plus, each monitor offers 1920x1080 resolution, so viewers can watch high-definition programming and OnSite's computer-generated content without any loss of detail.



Onsite operates systems at leading sports bar and restaurant chains in Chicago, Atlanta, Orlando, New York City, St. Louis, Minneapolis, and LA.

## » Sharp Introduces New Thin Film Solar Modules and Kicks Off U.S. Solar Academy

October 28, 2008

Sharp aims to conduct our business operations in an environmentally-conscious manner through the use of our energy-saving and energy-creating products. With our solar technology, we power more homes and businesses than any other solar manufacturer in the world. And in October, we exhibited at the nation's largest solar tradeshow as the U.S. market leader.



“Thin Film / Big Power” appropriately describes the impact of the Sharp Thin Film solar display at the 2008 Solar Power International Conference.

At the Solar Power International Conference in San Diego, Sharp's Solar Energy Solutions Group (SESG) displayed the next generation of thin film solar cells. The manufacture of thin film cells requires only 1 percent of the silicon required by crystalline solar cells. As a result, the manufacturing process is simpler and less costly, making them ideal for use in large-scale utility projects. These advanced solar cells are currently manufactured in our Katsuragi Plant and will also be produced in our Sakai City factory which begins operations in March 2010. With both thin film and conventional solar technologies, Sharp is ideally positioned to offer a solar solution for virtually any end user's power needs.



Crowds gather at our booth to see Sharp's latest advances in solar technologies.

In addition to the thin film display, the Solar show served as the kickoff for the Sharp Solar Academy in the U.S. This environmental education program empowers children with the knowledge to become tomorrow's environmental innovators so they can, in turn, teach their parents. At the Sharp booth, Dr. Gerald Fasel, physics and engineering professor at Pepperdine University and the star of Sharp's current brand advertising campaign, along with SESG's Dick Lowry and Zelinda Welch, lead classes for local fourth grade students. This program covered not just solar energy but wind, hydro and biofuel programs as well, and featured hands-on experiments that delighted all the children.



Professor Fasel teaches an enthusiastic group of local students at Sharp's Solar Academy class with help from SESG's Zelinda Welch and Mika Otomo.

Later that week, the Solar Academy began its schedule of classes on both the East and West coasts. A video conference between students from Connor Elementary School in Suffern, NY and students from a Middle School in Kyoto, Japan allowed the children the exciting opportunity to compare a day in their Eco Life with their fellow students on the other side of the globe. The American students were especially surprised to see images of whole parking lots filled with bicycles instead of cars. In addition to cultural differences, the conference addressed environmental awareness, climate change, recycling and renewable energy programs.



R.P. Connor Elementary School students in Suffern, New York interact in a live videoconference with schoolchildren in Kyoto, Japan.

The following week, the eighty Connor Elementary fifth grade students explored the ideas introduced in the videoconference in more depth when they attended classes taught by SEC Mahwah's Elaine Eltringham, Martha Harvey, Dan McInerney, Stewart Mitchell, Rich Montier and Itaru Sato. On the west coast, a parallel lesson was taught by ESG's Dick Lowry and Zelinda Welch to San Joachim Parish School students in Costa Mesa, California. The reaction was so positive, teachers of various grade levels are already asking for the team to teach their classes about preserving the environment as well! The next classes will be held within the Mahwah, NJ school system and in other Southern California schools in the near future.



SEC's Martha Harvey leads Connor Elementary Students from Suffern, NY in an in depth exploration of the various types of renewable energy.

Sharp has operated a similar environmental education program in Japan for the last three years. Sharp's Solar Academy has already received awards from the Japanese Ministry of Energy and Natural Resources and has visited 517 schools, reaching over 37,000 Japanese school children.



## » Holiday Advertising Campaign Highlights Sharp's New AQUOS Limited Edition Series

November 18, 2008

This weekend, Sharp Electronics Corporation launches the third phase of its national brand campaign with broadcast, print, online and outdoor advertising introducing the revolutionary AQUOS® Limited Edition Series. Featuring unmatched picture quality, ultra-thin design and low energy consumption, these very special new AQUOS models are the culmination of 35 years of Sharp's LCD innovation.



Sharp's latest TV spots feature the incredibly slim AQUOS Limited Edition models, with "a picture so realistic it will change the way you watch TV."

We are launching this extensive new campaign to build upon and reinforce the successful marketing initiative we began earlier this year. The first phase of this effort kicked off in May. The ads portraying the AQUOS LCD TV as the ultimate "ticket" for baseball fans included the tagline, "Change Your TV, Change Your Life," empowering consumers to improve their lives by improving their television viewing experience.

In July, the second phase of the brand effort introduced our campaign spokesperson, astrophysicist Gerald Fasel, who presented Sharp's legacy as a true pioneer of the LCD TV industry. In a second ad, Dr. Fasel expanded our brand focus, communicating Sharp's vision of a solar-powered world with the tagline, "Change Your Planet. Change Your Life."

In the third phase, our ads again feature Dr. Fasel, who presents Sharp's expertise and continued contributions to the LCD category. With these new ads featuring the Limited Edition series, the brand campaign comes full circle, underscoring our message of "Change Your TV. Change Your Life."

The print and broadcast ads showcase the ultra-slim design of the Limited Edition Series, with a clean, modern setting. The professor describes how Sharp has shaped the future of LCD technology and highlights the slimmness and superior picture quality of the Limited Edition models.



Newspaper and magazine ads introduce Sharp's "Revolutionary New dimension in LCD TV Technology."

These ads kick off on Saturday November 22, just before "Black Friday" -- the day after Thanksgiving which signals the official beginning of the holiday shopping season. The TV commercial will be broadcast on high profile national network and cable programming, including "60 Minutes," "24," "Good Morning America" and "Sunday Night Football," as well as primetime programming on cable networks such as A&E, CNN, TNT, USA, Food Network and Fox News. The print ads will also run in magazines including Time, Newsweek, The New Yorker, The New York Times Magazine, Wired and Dwell.



Web banner ads and billboards direct consumers to our campaign "microsite," LifeChangingBox.com.

In addition to the TV and print advertising, we are placing banner ads on sites such as CNET, Google, Yahoo, MSN Networks, Discovery Networks, PC World, PC Magazine, Popular Mechanics and Gizmodo. We are also running an ad in outdoor media including Billboards and Bus Shelters. And we are upgrading our campaign "microsite", [LifeChangingBox.com](http://LifeChangingBox.com), with new sections dedicated to the Limited Edition Series, LCD Innovation, our AQUOS Advantage<sup>SM</sup> customer service program, and our AQUOS Series designed for the gaming industry.

Click link to watch the new Sharp TV Commercial

[stream video](#) [download video](#)

Sharp's new Limited Edition AQUOS models truly establish a new design standard in LCD TV technology. Available in 52-inch and 65-inch screen sizes, they boast a slim, elegant profile measuring a remarkable one inch at their thinnest. The picture quality is even more remarkable, with a 1-million-to-1 contrast ratio for incredibly deep blacks, and a 120 Hz refresh rate for smoother reproduction of fast motion sequences. Plus, a new system designed to lower their energy consumption is just the kind of environmentally-conscious innovation you'd expect from Sharp.

## » Sharp Unveils AQUOS Experience and Holiday Light Show at New York's Grand Central Terminal

December 2, 2008

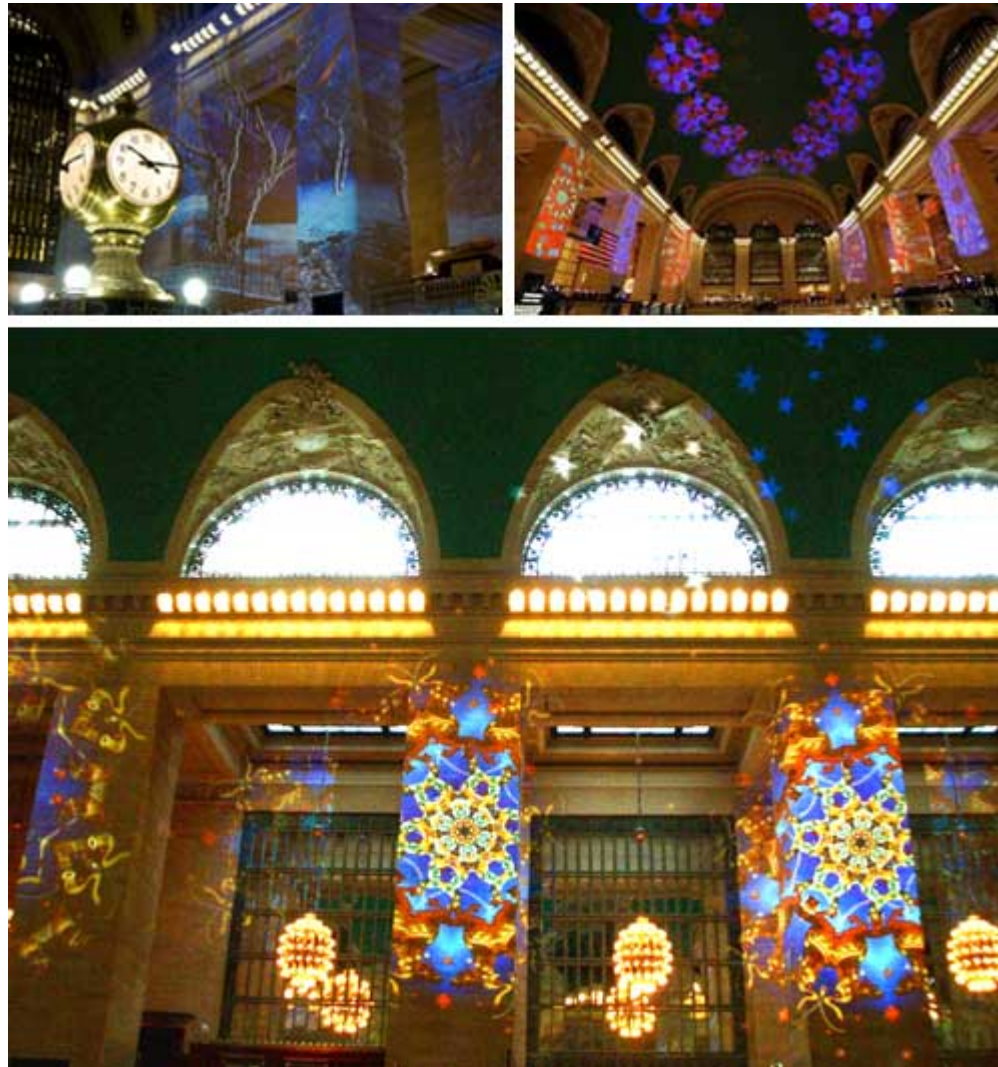
On December 1, Sharp revealed a groundbreaking tower of AQUOS® LCD televisions in New York City's landmark Grand Central Terminal. As presenting sponsor of the Grand Central Terminal [Kaleidoscope Light Show](#), Sharp designed the AQUOS Experience to enhance the holiday atmosphere in the terminal throughout the month of December. As part of this initiative, we are also making a significant donation to [The HOPE Program](#) and its "Green Collar Project," a new program to help people find green collar jobs in an environmental field. "

The AQUOS Experience stands a staggering 26 feet high on the bridge between Grand Central's Main Concourse and Vanderbilt Hall. Constructed in the shape of a holiday tree, the structure consists of 43 AQUOS TVs, ranging from 52-inch models at the bottom to a 19-inch model at the top. Video content, which was created by Fujisankei Communications International, runs in two to three minute vignettes, creating uniform scenic imagery that spans the height and width of the tree.

Two kiosks flank the AQUOS Experience, where consumers can enter a sweepstakes to win one of the TVs from the tower. Entries may also be completed [online](#). As part of this initiative, our company will donate \$1 to the HOPE Program for every individual who enters the sweepstakes, up to a \$100,000 total donation.



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The Grand Central Kaleidoscope Light Show will attract tens of thousands of visitors to New York's famous historic landmark, with free shows daily through January 1.

The Green Collar Project will prepare HOPE students for jobs in an environmental field that provides family sustaining wages, safe working conditions and chances for advancement. Included are jobs in construction, energy, horticulture, building retrofitting, transportation, manufacturing and more. This will allow participants to become economically self-sufficient while it creates a green pathway out of poverty not only for HOPE students, but also for their children and future generations of New Yorkers to come. Additionally, the program's array of on-site support services includes mental health therapy, legal counseling, food and clothing, and assistance in obtaining housing, childcare, medical, and transitional work benefits.



The HOPE Program was created in 1984 to offer impoverished New Yorkers a program that offered a way out of poverty. At the time, most programs for the homeless provided emergency assistance only. HOPE was different: rather than offering a handout, HOPE provided a hand-up by equipping participants with the skills they needed to find, keep and advance in jobs. For more information about The HOPE Program and the Green Collar Project, visit [www.theHOPEProgram.org](http://www.theHOPEProgram.org).

## » Sharp Solar Electric System Helps Power Aspen Ice Arena

January 6, 2009

Aspen Ice, a state-of-the-art ice skating rink in Randolph, New Jersey, has installed a Sharp solar electric system that reduces the facility's energy usage by up to 60 percent. Installed by leading solar integrator NJ Solar, it is the largest solar electric system on a standing seam roof east of the Mississippi River and the second largest in the U.S. after Sharp's installation at Google's corporate campus in Mountain View, California. The installation was honored as a New Jersey Clean Energy "Project of the Year" by the New Jersey Board of Public Utilities.



Its Sharp solar electric system reduces energy consumption at the Aspen Ice rink by more than half.

"Aspen Ice sets an example for the community by incorporating many elements of sustainable design, energy conservation and renewable energy in the design and operation of its facility," says Ron Kenedi, vice president of Sharp's Solar Energy Solutions Group. "By turning to clean, renewable solar power, Aspen Ice now produces the majority of its own power, scaling back its reliance on utility power and saving significantly on electricity bills."

The 346.5 kilowatt (kW) system consists of almost 2,000 175-watt Sharp solar modules. At mid-day when energy consumption is highest, Aspen Ice fulfills its energy needs solely from the solar system or produces an excess that feeds into the grid, alleviating the power demands of other customers. By generating its own solar electricity, the skating facility will save more than 60 percent on annual utility costs. Factoring in approximately \$1.2 million received in state rebate and federal tax credits together with electric bill savings, the system will pay for itself in close to three years.



During mid-day when energy consumption is highest, Aspen Ice fulfills its energy needs solely from its solar system.

Together with existing environmentally friendly systems, the Sharp solar system has reduced Aspen Ice's greenhouse gas emissions by 75 percent, the environmental equivalent of planting 1,962 acres of trees or removing 1,245 cars from the road. The Sharp solar system has also provided increased shading for the roof, significantly decreasing heat and reducing the amount of power necessary to make and maintain the ice.

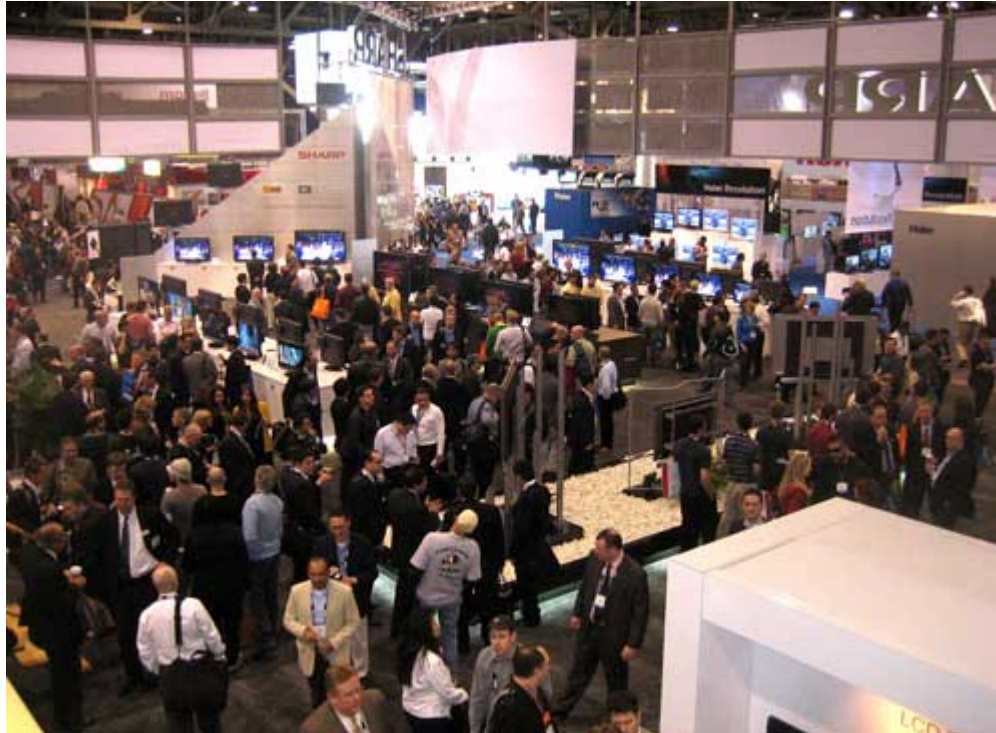
Sharp has been one of the world's largest manufacturers of solar cells for residential, commercial, industrial, off-grid and satellite applications for almost [50 years](#). Last year, we became the first manufacturer to reach 2 gigawatts (GW) of cumulative solar cell production – one-quarter of the world's total production – since we began mass production of solar cells in 1963. Sharp entered the U.S. solar market in 2002 and we're currently the market leader. We have maintained solar module operations at our 100 megawatt (MW) manufacturing facility in Memphis, Tennessee since 2003, celebrating the assembly of the one-millionth solar module in February 2008. Our suite of residential products includes the breakthrough [OnEnergy™](#) solar system, an all-in-one solution that offers enhanced aesthetics; and building-integrated solar modules for a discrete, nearly invisible installation



## » Sharp Continues Its Leadership in LCD Innovation at the 2009 CES Tradeshow

January 13, 2009

The annual Consumer Electronics Show is the world's largest consumer technology tradeshow, attracting more than 100,000 visitors to its exhibits of cutting edge video, audio, gaming, PC, mobile phone and home networking technology. At this year's CES, held January 8-11 in Las Vegas, Sharp showcased several new products and technologies that deliver increased performance, a wide array of screen size offerings, improvements in energy efficiency and dazzling new designs.



Sharp's CES booth was crowded with visitors eager to learn more about our latest advances in LCD TVs, Blu-ray Players, Projectors and Audio Systems.

Our newest offerings include next-generation AQUOS® LCD TV models with a built-in Blu-ray Disc™ player, for a convenient all-in-one home theater solution. A single push of the remote turns on the TV and activates play when a Blu-ray disc is inserted. These models also feature our new Superluculent Advanced Super View (ASV) panel for a dramatically bright and crisp picture with reduced glare. The new AQUOS Pure Mode automatically senses the aspect ratio of the Blu-ray title being played and then optimizes the TV's viewing mode to eliminate overscan for the truest picture possible. And these models also incorporate a subtle blue accent at the bottom of the frame, as well as a swivel stand for viewing convenience.



The AQUOS BD series LCD TVs, available in five popular screen sizes, feature a slim frame with a side-loading slot for Blu-ray Disc, DVD and CD playback.

At a time when people more than ever are looking for value from brands they trust, our newest lineup of products features a strong focus on the needs of mainstream consumers. The booth was packed with an array of styles and sizes of AQUOS LCD TVs, with full-HD 1080p models in seven screen sizes plus seven new models with 120Hz (120 frames per second) refresh rate for a smooth, lifelike image even during fast motion sequences. And a 32-inch model incorporates features especially for video game enthusiasts, like Vyper Drive, which enhances gaming performance by virtually eliminating the lag time between the display and the gaming console.



Sharp's new E series models, available in 65, 52, 46 and new 40-inch sizes, are our full-featured yet affordable entry into the 120 Hz TV market

Sharp also introduced several new relationships to support our AQUOS Net technology. Introduced at last year's show, AQUOS Net uses an Ethernet connection to deliver customizable Internet content right to the AQUOS TV screen, including Weatherbug to check the local forecast, NASDAQ for stock quotes, Accedo Broadband for games, UCLICK for daily comic strips, and a wide variety of web-based content from NBC Universal. New content providers announced at this year's show are NAVTEQ, a leading global provider of digital map data for traffic reports, Rallypoint for fantasy sports content and social networking, and Screen Dreams for streaming high definition imagery that turns an HDTV screen into a lively work of art.



Sharp developed key components of our new advanced Blu-ray players, including the Blu-ray laser pickup assembly and drive unit.

Our two new advanced Blu-ray Disc players support BD-Live, which enables consumers to take advantage of a multitude of interactive features through an Internet connection. This advanced Blu-ray feature provides access to a myriad of up-to-date content and interactive features, including additional scenes, shorts, trailers and multi-player interactive games.



Two new audio home theater systems -- combining a Blu-ray player, amplifier, five speakers and a subwoofer -- pack a powerful punch of 720 watts with room-filling 5.1-channel surround sound.

This year we also debuted an array of powerful and stylish audio products. Two new 5.1 channel audio home theater systems with built-in Blu-ray players offer consumers the perfect complement to their standalone AQUOS LCD TV. The systems incorporate a Blu-ray player and amplifier, as well as five speakers and a subwoofer. Our first Sound Bar products enclose the main left and right speaker drivers plus the sub woofer in one thin, wall-mountable sound bar. They deliver powerful cinema-like sound to complete the home theater experience and low-profile designs to complement modern home decors. Finally, we introduced new versions of our docking systems that charge and play music directly from any iPod® as well as a new affordable 1080p home theater projector.



SEC Chairman Doug Koshima discussed the global LCD TV demand and presented an overview of our business strategy centered on LCDs and solar cells.

The day before the start of the show, SEC Chairman Doug Koshima opened the Sharp press conference with forecasts for global LCD TV demand, an overview of our business strategy centered on LCDs and solar cells, and an introduction of the state-of-the-art Sakai plant which will begin production in March 2010. Mike Troetti, President of Sharp Electronics Marketing Company of America (SEMCA), talked about product trends and our strategy in LCD TVs, Blu-ray Disc products and home theater. And Bob Scaglione, SEMCA Senior Vice President, discussed in detail our product offerings at this year's show. More than 400 journalists and industry analysts from around the world attended the press conference, demonstrating a high interest in Sharp and its powerful entertainment solutions.



A full house at Sharp's CES press conference listened to presentations by Doug Koshima, Mike Troetti and Bob Scaglione.

## Sharp Announces Nationwide Consumer Electronics Recycling Program

January 20, 2009

At the 2009 Consumer Electronics Show, Sharp launched a nationwide consumer electronics recycling program with a free, convenient recycling system for Sharp televisions and other consumer audio and video products. As of this week, the expanded program offers 280 drop-off sites nationwide, with at least one location in all 50 states, making it one of the most comprehensive recycling networks in the nation. Hundreds of additional sites are planned to open over the next three years.



Programs like those managed by MRM are helping to reduce the 98% percent of e-waste that currently ends up in landfills.

This recycling program utilizes the infrastructure developed by the Electronics Manufacturers Recycling Management Company ([MRM](#)). A joint venture between Sharp, Panasonic and Toshiba, MRM was established in September 2007 to efficiently manage collection and recycling programs for electronics manufacturers in the United States. SEC Chairman Doug Koshima notes, "In all aspects of our business, we continuously seek ways to reduce our impact on the environment. Together with Panasonic Corporation of North America and Toshiba America Consumer Products, we have created an electronics recycling program that achieves the dual objectives of being easy and convenient for consumers, while offering the industry a path to efficient, environmentally sound recycling."

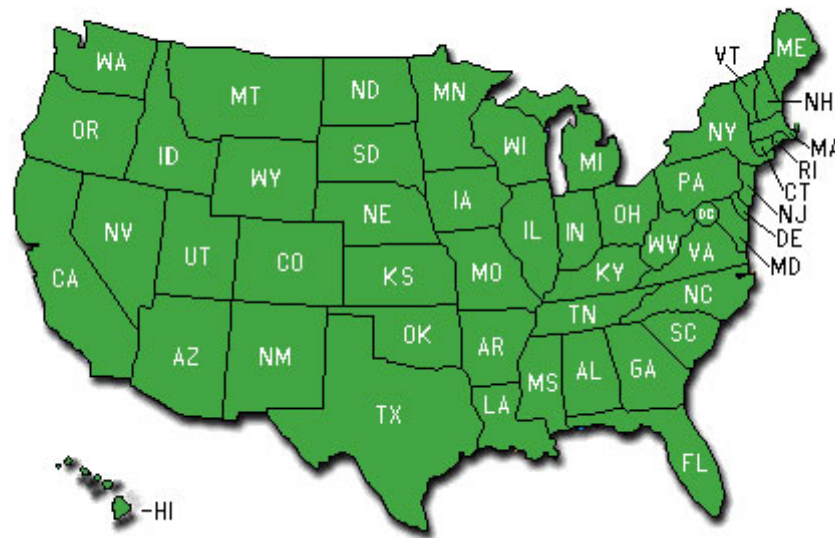
Recycling consumer electronics involves disassembling the products and harvesting precious metals like copper and gold as well as electronics-grade plastics, while

preventing toxic metals such as lead and mercury from seeping out into landfills. For example, with the rapid embrace of flat panel TVs and monitors, consumers are increasingly discarding old CRT products. Each of those CRTs contains between five and eight pounds of lead within the glass, which may be recovered during the process of e-waste recycling.

MRM strives to ensure that Sharp's electronic products are recycled responsibly with this [pledge](#):

- *Our goal is 100% recycling and zero landfill.*
- *We will work only with recyclers who have an excellent environmental compliance record and who have established an adequate environmental management system.*
- *Our primary focus will be to work with recyclers who can clean CRT glass in the United States, although we recognize that not all recyclers have this capability*
- *We will not allow the export of whole products for recycling.*
- *We will require our recyclers to carry adequate liability insurance, including pollution liability insurance.*
- *We will require complete traceability for the downstream commodity outlets and handling.*
- *We will require our recyclers to follow EPA's Plug-In to eCycling guidelines.*
- *We will audit the recyclers we work with to ensure compliance of the above objectives.*

#### ■ States with MRM consumer collection services



All fifty states now have participating MRM drop-off sites for consumer electronics recycling.

MRM's focus on offering convenient, environmentally sound and efficient recycling enhances the environmental sustainability of Sharp's brand and products. For consumers, the establishment of this nationwide recycling program with its diverse array of drop-off sites offers free and easy access to geographically convenient locations, encouraging broad use of the program. SEC's New Jersey headquarters is one of these drop-off sites for recycling of Sharp, Panasonic and Toshiba consumer electronics. A complete list of all the collection sites is available on the [MRM website](#).

The MRM program is just one example of Sharp's leading role in addressing the recycling of e-waste. In addition, every year since its inception in 2003, Sharp has



supported the U.S. Environmental Protection Agency's ["Plug-in to eCycling"](#) program by participating in and contributing to collection events for discarded electronics. Since this program's inception, Sharp has supported more than 650 events that collected and recycled 15.4 million pounds of electronics. And we'll continue to conduct our business operations in an environmentally-conscious manner by continually improving our product technologies, designs and programs aimed at environmental conservation.

## » Sharp Solar Modules Generate Unique Design Possibilities As Well As Energy

February 17, 2009

It's been 50 years since Sharp first began developing solar systems. And in that time, we've grown to become both an innovator and the US. market leader. In fact, Sharp powers more homes and businesses than any other solar manufacturer in the world. And today we offer a complete portfolio of solar products that optimize energy production while offering the ability to create custom residential and commercial solutions.



OnEnergy is a low profile solar racking system with unique triangular modules that blend with residential rooflines.



Sharp's Building-Integrated system integrates "solar shingles" with standard asphalt shingles for a new level of subtlety on the roof.

Sharp's OnEnergy™ system replaces the bulky look of traditional roof mounts with a unique, low-profile rack that integrates beautifully into a home's roofline. Another residential solution, the Building-Integrated system, incorporates modules that resemble standard tile shingles with a seamless, unobtrusive look that is especially pleasing to homeowners. Both these lines of "crystalline" silicon modules have found widespread acceptance throughout the country as homeowners' product of choice for producing clean, reliable solar energy for their homes.

For commercial and industrial applications, our solar modules may be installed on the roof of a factory, warehouse or parking structure. In addition, we'll soon bring to the U.S. our latest thin-film silicon modules. Manufactured by Sharp since 2005, these modules are made with less than 1% of the silicon used in our crystalline lines, and promise to dramatically lower the cost of energy for large-scale commercial applications. Our Sakai City plant, scheduled to begin operation in 2010, will be the world's largest thin film manufacturing complex, and will produce modules in a three-layer design that will allow us to harvest even more of the sun's energy.



Sharp solar installations like this one at FedEx's distribution center help commercial enterprises reduce operating costs, increase efficiencies and develop strategies to achieve sustainability.

In addition to these customary solutions, businesses and artists alike have taken advantage of the unique attributes of Sharp solar products to design some highly unusual and creative solar systems. At Appalachian State University in Boone, NC, a four kilowatt solar system near a residence hall was paid for by a \$5 contribution per semester from each student. The system and its innovative financing method has met with overwhelming support from the student body. But the layout of the modules itself is the most unusual aspect of the system. The installer, with assistance from John Hardwick and Mike Amati of Sharp's Solar Energy Solutions Group (SESG), designed the system in the shape of the Appalachian mountain range from which the university takes its name.



Sharp-certified installers Southern Energy Management used Sharp's unique triangular modules to design Appalachian State University's solar system, which mimics the shape of the neighboring Appalachian Mountains.

In another unexpected creative application, Sharp dealer DC Power installed 28 of our triangular modules in a "Sun Flower" design to replicate a company's logo at its corporate headquarters building. Installed on a tracker system, the modules are constantly oriented directly towards the sun as it moves throughout the sky during the various hours of the day and the different seasons of the year.



In this creative installation, Sharp's triangular modules are installed on a tracker that continually re-orientes them towards the sun, maximizing the amount of power they generate.

In an even more artistic use of our solar technology, noted British industrial designer Ross Lovegrove employed Sharp solar cells in one of his newest creations, a set of "solar trees." Lovegrove engineered this unique concept for Vienna Design Week in October 2008, in collaboration with Sharp and Italian light manufacturer Artemide.



Industrial designer Ross Lovegrove's solar tree concept uses Sharp solar modules to

generate energy during the day which is then used to illuminate the streets of Vienna at night.

While these artistic applications of solar technology may never become commonplace, it's clear that Sharp solar technology has truly become a mainstream solution. With more solar energy product choices than ever before, our company is poised to bring the promise of this money-saving, non-polluting and ever-renewable resource to everyone on the planet -- from the largest businesses to homes and families around the world.