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FOR IMMEDIATE RELEASE

## CANADIANS LOVE HDTV EVEN IF THEY DON'T FULLY UNDERSTAND IT

TORONTO – MARCH 13, 2008 – Canadians are buying High Definition TVs like never before, and they have never had more clarity, colour and definition available, but they have yet to get the picture on the full array of features available to them, according to new poll findings from Nanos Research commissioned by Sharp Electronics of Canada. Forty-eight percent confessed they were not at all knowledgeable about such features as 1080p resolution and pixel response times, compared to only 5 percent who considered themselves very knowledgeable.

The knowledge gap persists despite a truly healthy market for flat panel TVs. Overall, the market grew by 72 percent last year, with sales of LCD TVs growing by 84.4 percent. For 2008, projected sales figures from the Consumer Electronics Marketers of Canada (CEMC) indicate a market demand of 2.75 million units.

Yet while the intricacies of the technology may still appear opaque to most, Canadians are very clear about one thing: when shopping for consumer electronics, environmental sustainability matters. Forty-eight percent of Canadians polled also rated concerns such as power consumption and toxins used in manufacturing as very important when considering which HDTV they will purchase.

This consciousness about eco-friendly electronics is good news for Sharp, whose AQUOS series is one of the best selling lines of LCD TVs in Canada. They are manufactured in the company's "Super Green" Kameyama factory in Japan, where the power generation systems help to reduce the plant's CO<sup>2</sup> emissions by 40%, and where 100% of manufacturing wastewater in the plant is recycled.

"It is always good to be reaching farther and faster in product development, and it certainly confirms that Sharp's leadership role in environmentally sustainable manufacturing is something that Canadians, across the country, care a great deal about," commented Carmine Cinerari, Vice President, Consumer Products division for Sharp Electronics of Canada Ltd. "Clearly, we have more work to do to help educate Canadians about the technology behind HDTV, but the momentum in the market is undeniable."

The poll reports Canadians have a basic understanding of the differences between flat screen technologies – 53 percent prefer LCD to plasma screens – yet few Canadians feel themselves to be truly knowledgeable about the technology.

Women are especially unaware of HDTV features; almost 60 percent said they were not at all knowledgeable about the latest advancements, compared to less than 40 percent of men polled across the country. The jargon-laden language of tech reports may be an issue, with 29 percent of Canadians getting their information about new models from TV ads and programs, compared to only 20 percent from print media and 16 percent from weblogs and product websites.

“These results suggest that Canadians are looking for more than just sophistication and design when purchasing electronic goods,” Nik Nanos, President and CEO of Nanos Research said, “They are also looking at the environmental record of the companies they are purchasing these goods from, and weighing up all the models on offer in the greater scheme of things.”

The poll, which surveyed 1000 Canadians in Ontario, Quebec, the West and Atlantic regions of the country and is accurate within 3.1 percent, 19 times out of 20, also shows that Quebecers rank the highest in prioritizing environmental responsibility, followed by Westerners and those in the Atlantic provinces, respectively. Interestingly, Quebecers also ranked the highest in terms of being knowledgeable about the latest features and innovations in HDTVs, suggesting consumers can be tech savvy and environmentally responsible in equal measure – good news for companies like Sharp, who continue to lead the way on both fronts.

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**About Sharp Electronics of Canada Ltd.**

Sharp Electronics of Canada Ltd. is a wholly owned subsidiary of Sharp Corporation of Osaka, Japan, a worldwide developer of the core technologies integral to shaping the next generation of home entertainment, appliance and digital office equipment systems. A world leader in Liquid Crystal Display (LCD), Sharp is the developer of the SharpVision® line of projection products and the revolutionary AQUOS® LCD Televisions and has won numerous awards for the technology behind the AQUOS® line. Sharp continues to demonstrate its home entertainment leadership by advancing technologies such as High Definition Television (HDTV) and front projection technology. Sharp Electronics of Canada Ltd. is located in Mississauga, Ontario. For more information, visit [www.sharp.ca](http://www.sharp.ca)

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STAT SHEET SHARP CANADA - NATIONSTATE 2008Q1B

		Question 1 - Given a choice, which type of high definition TV would you personally prefer to purchase? Would you prefer [rotate] Plasma or LCD?		
		Total	Plasma	LCD
		Responses	Percentage	Percentage
Region	Canada 200802	1001	47.3	52.7
	Atlantic	105	40.4	59.6
	Quebec	253	52.9	47.1
	Ontario	302	45.0	55.0
	West	340	47.2	52.8
Gender	Male	493	44.2	55.8
	Female	508	50.3	49.7
Age	18 to 29	197	46.0	54.0
	30 to 39	192	44.4	55.6
	40 to 49	217	43.8	56.2
	50 to 59	171	44.4	55.6
	60 plus	224	56.4	43.6
Home	Own	737	46.4	53.6
	Rent	264	49.7	50.3

Question 2 - On a scale of 1 to 5 where 1 is not at all knowledgeable and 5 is very knowledgeable, how knowledgeable are you about high definition TV and such features as Blue-ray, LCD, plasma, Full HD 1080p and Response Times?

		Total	Not at all knowledgeable	2	3	4	Very knowledgeable	Unsure
		Responses	Percentage	Percentage	Percentage	Percentage	Percentage	Percentage
Region	Canada 200802	1001	48.1	15.4	17.3	9.6	5.2	4.4
	Atlantic	105	51.2	12.2	18.9	6.8	5.2	5.7
	Quebec	253	50.0	11.3	16.5	12.2	7.0	3.1
	Ontario	302	45.0	16.2	20.5	9.2	4.2	4.9
	West	340	48.5	18.9	14.5	9.0	4.6	4.6
Gender	Male	493	36.8	16.4	20.0	13.4	8.2	5.2
	Female	508	59.1	14.4	14.6	5.9	2.2	3.7
Age	18 to 29	197	38.9	11.1	23.0	13.5	7.9	5.6
	30 to 39	192	51.3	17.5	13.1	10.6	5.0	2.5
	40 to 49	217	42.5	15.5	20.8	12.4	4.9	4.0
	50 to 59	171	52.4	16.9	17.7	6.0	4.4	2.4
	60 plus	224	55.6	16.2	12.0	5.4	3.7	7.1
Home	Own	737	46.6	16.8	17.1	9.7	4.9	4.8
	Rent	264	52.2	11.4	17.8	9.4	5.9	3.3

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**Question 3 - From what source did you primarily learn about high definition TV and these features?**


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		Total	Print media - newspapers, magazines, tech reports	Television - programs or commercials	Online - weblogs and product websites	Word of mouth/friends/ family	Other - peers, trade shows, radio, etc.	Unsure
		Responses	Percentage	Percentage	Percentage	Percentage	Percentage	Percentage
Region	Canada 2008Q2	1001	19.9	29.3	15.8	15.1	13.3	6.7
	Atlantic	105	16.9	40.2	6.3	17.0	19.0	.7
	Quebec	253	22.1	28.7	24.0	4.5	13.8	6.8
	Ontario	302	19.1	26.2	15.2	17.9	12.6	8.9
	West	340	19.8	29.0	13.0	19.8	12.0	6.5
Gender	Male	493	21.9	26.5	20.5	11.8	13.0	6.3
	Female	508	17.9	32.0	11.2	18.2	13.7	7.0
Age	18 to 29	197	18.3	33.3	18.3	16.7	10.3	3.2
	30 to 39	192	19.4	28.1	18.8	15.6	15.6	2.5
	40 to 49	217	21.2	28.3	19.9	11.5	13.7	5.3
	50 to 59	171	17.7	30.6	10.9	17.7	13.3	9.7
	60 plus	224	22.0	26.6	10.8	14.5	13.7	12.4
Home	Own	737	21.4	27.7	15.2	16.5	12.9	6.3
	Rent	264	15.5	33.7	17.4	11.1	14.6	7.7

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Question 4 - On a scale of 1 to 5 where 1 is not at all important and 5 is very important, how important is environmental sustainability, in terms of things like power consumption or toxins used in the manufacturing, when shopping for consumer electronics, such as a high definition TV?

	Total	Not at all important	2	3	4	Very important	Unsure	
	Responses	Percentage	Percentage	Percentage	Percentage	Percentage	Percentage	
Region	Canada 200802	1001	8.5	5.7	14.5	17.8	48.0	5.5
	Atlantic	105	4.2	10.3	16.9	13.7	47.7	7.3
	Quebec	253	8.7	3.6	16.2	17.7	49.4	4.4
	Ontario	302	6.7	6.5	12.9	20.3	47.0	6.6
	West	340	11.1	5.2	13.9	16.9	48.1	4.7
Gender	Male	493	10.6	8.4	14.9	17.2	43.8	5.1
	Female	508	6.4	3.1	14.2	18.4	52.1	5.8
Age	18 to 29	197	7.9	5.6	15.1	16.7	49.2	5.6
	30 to 39	192	10.0	6.9	15.0	18.8	46.3	3.1
	40 to 49	217	7.5	7.1	13.3	16.8	50.4	4.9
	50 to 59	171	7.7	4.4	16.5	18.1	48.8	4.4
	60 plus	224	9.1	4.6	13.3	18.7	45.6	8.7
Home	Own	737	8.2	6.5	14.7	18.1	48.1	4.5
	Rent	264	9.3	3.7	14.0	17.1	47.8	8.2