Sharp's 3D LCD Technology Now Available for Desktop Computers; No-Glasses 3D Technology Now Available in 15-Inch Desktop

Sharp Systems of America, a division of Sharp Electronics Corporation, today introduced the Sharp LL-151-3D display, Sharp's first stand-alone display that features Sharp's **3D LCD** Technology. This exciting 15-inch 3D LCD monitor delivers eye-popping 3D images to the naked eye, and can be easily switched between 2D and 3D viewing for standard applications such as spreadsheets, word processing or email.

Sharp's target with this unique monitor will include market segments that are already familiar with 3D solutions using Shutter Glasses and page sequential display mode, which are widely supported on PC using both Windows and Linux. Users of graphics cards that currently support OpenGL 3D displays with glasses (such as the NVIDIA Quadro cards) will be able to shed their Shutter Glasses and enjoy in the freedom of the Sharp LL-151-3D display right away. Target markets will include drug discovery, medical imaging, dental, mapping/GIS, oil & gas, CAD and other design applications, entertainment, education and others. The LL-151-3D will also appeal to the gamer that is looking to bring the greatest amount of realism to their gaming experience without the need for geeky glasses.

"The fourth wave of LCD technology is here, and Sharp is at the forefront delivering a practical solution that allows users the freedom to view both 2D and 3D images in one monitor," said Ian Matthew, 3D Business Development Manager for Sharp Systems of America. "The LL-151-3D display provides users with crisp 3D visualization, and the ability to add a level of visual interaction to their applications that has been previously very cumbersome to attain."

Sharp's 3D LCD Technology

Developed jointly by Sharp Corporation and Sharp Laboratories Europe, Ltd. (SLE), Sharp's TFT 3D LCD Technology is set to revolutionize the visual experience by offering a realistic sense of depth and presence that hasn't been previously available in LCD displays. The TFT 3D LCD, which can be easily switched between 2D and 3D display modes, allows the LL-151-3D monitor to display dynamic 3D images for realistic visualization of complex geometry.

Using a parallax barrier, light from the LCD is divided so that different patterns reach the viewer's left and right eyes. The direction in which light leaves the display is controlled so that the left and right eyes see different images. When centered in front of the display, each eye receives the correct visual information for the brain to process. This makes it possible for the image on the screen to appear in three dimensions without the user having to wear special goggles.

"Sharp's TFT 3D LCD technology works on the principle of displaying left and right eye views that are separated so that the left eye sees only the left eye image, and the right eye sees only the right eye image," explained Matthew. "Since these images have perspective and are offset in the same way that the human eye normally sees the two images, the brain naturally interprets the image disparity and creates a 'sense of depth' effect. The result is a 3D, 'out of screen' display' that provides users with a visual experience previously unattainable without polarized or liquid crystal shuttering lenses."

LL-151-3D

The Sharp LL-151-3D monitor is a 3D LCD display that can be switched between 2D and 3D display modes with the touch of a button (or through the unit's USB automatic switching that recognizes your content), making the monitor flexible for use in standard 2D and enhanced 3D applications. With the 3D effect made possible through a parallax barrier, the panel is a 15-inch XGA (1024 x 768) LCD display, which provides bright, clear pictures in which small details can be clearly seen.

Built in the pursuit of easy-to-use design and functionality, the Sharp LL-151-3D features exceptional style with smooth lines, a narrow frame, and adjustable height. Equipped with built-in stereo speakers, and compatible with both analog and digital video inputs, the LL-151-3D offers users ergonomic comforts that allow users to get the most out of their viewing experience. With its 370-nit brightness and 500:1 contrast ratio, the visual performance of the LL-151-3D is exceptional.

The Sharp LL-151-3D features a color management function compatible with the "sRGB" international standard for color reproduction. By performing color conversions with "ICC profile" that adjust to liquid crystal characteristics, the LL-151-3D displays pictures with natural tones, and color matching is achieved with sRGB compatible peripheral equipment.

The Sharp LL-151-3D also features slide system height adjustment. With this integrated slide system, users are able to swivel the display 90 degrees and adjust the screen angle and height up to 60mm for ergonomic comfort and productivity.

The Sharp LL-151-3D will come complete with a software bundle to support its 3D and multimedia capability, which includes The SHARP SmartStereo Photo Editor, and SHARP SmartStereo Camera Calculator.

The LL-151-3D is available in black and features a long life (approximately 50,000 hours) backlight. Available immediately, the LL-151-3D has an estimated street price of $1,499.00.

Availability

The Sharp LL-151-3D is available immediately through Sharp directly (http://store.sharpsystems.com), or through Sharp's network of retail partners and reseller channels. For more information, call 800-BE-SHARP.

Source: Sharp