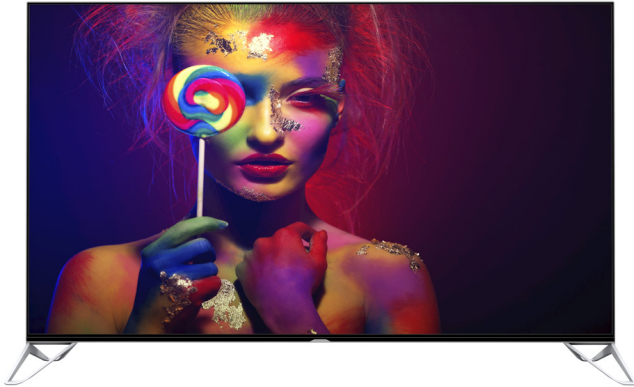


Sharp Aquos TVs Go "Beyond" 4K

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Sharp says 4K/UHD resolutions are already not good enough-- as seen at CES 2015, the company's 85-inch Aquos Beyond 4K UHD TV (yes, that's the actual name) claims to produce images reaching near-8K (7680x4320) quality.

Such image quality is achieved via Pixel Splitting, a self-descriptive process that essentially cuts pixels in half vertically, creating so-called "subpixels" with individual colour values. As a result the TV produces 66 million subpixels for effective 8K resolution.

Since content at such high resolutions is not available yet, Sharp also includes upscaling capability, as well as an improved LED backlight the company to supposedly widen available colour range.

Also seen at Sharp's CES presence are regular 4K TVs, namely the THX-certified UH30 in 70- and 80-inch sizes, the 60- and 80-inch UE30 and the entry-level UB30 (in 43- and 65-inch sizes).

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