

Feature

# Changing the World with 8K and AIoT



## Sharp's Vision for the Future

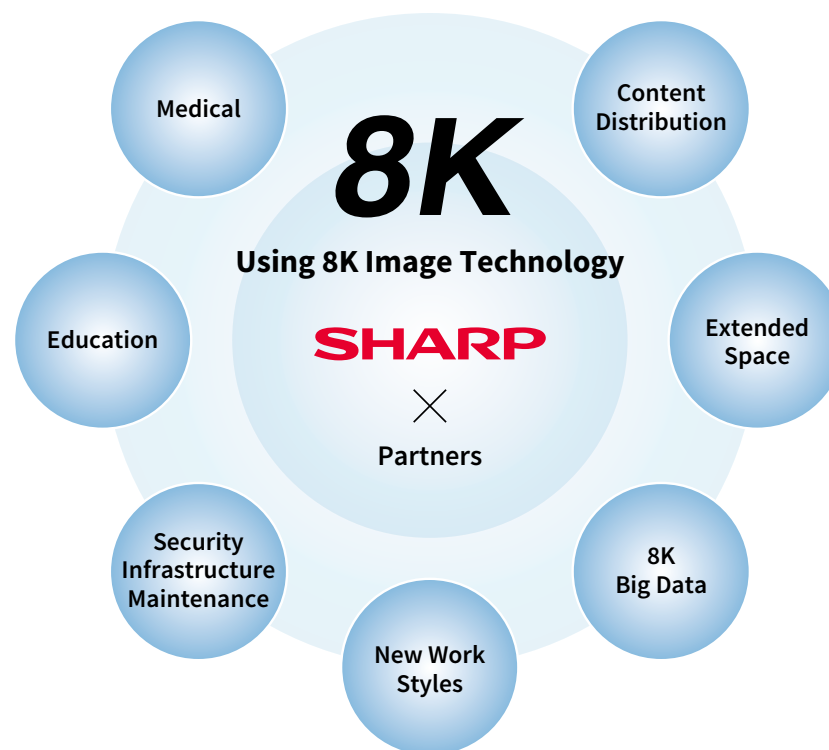
Sharp envisions a society in which people-oriented devices act as new partners to enrich our lives. In the future, 8K technology will give rise to innovations that will change our lives.

# 8K Ecosystem

Our strategy to develop and spread adoption of the 8K ecosystem is to work both independently and in collaboration with other companies, leveraging mutual strengths for rapid advancement.

8K offers 16 times the resolution of full high-definition. 8K viewers enjoy incredible realism through a lifelike, immersive experience, as well as new discoveries through images provided in unprecedented clarity.

Sharp will work with a variety of partners to build an end-to-end value chain, from video production and processing to distribution and display—all built on core 8K ultra-high-definition technologies. Our work will plant the seeds that bloom into new industries, bringing about dramatic social innovations in many different aspects of business and life.



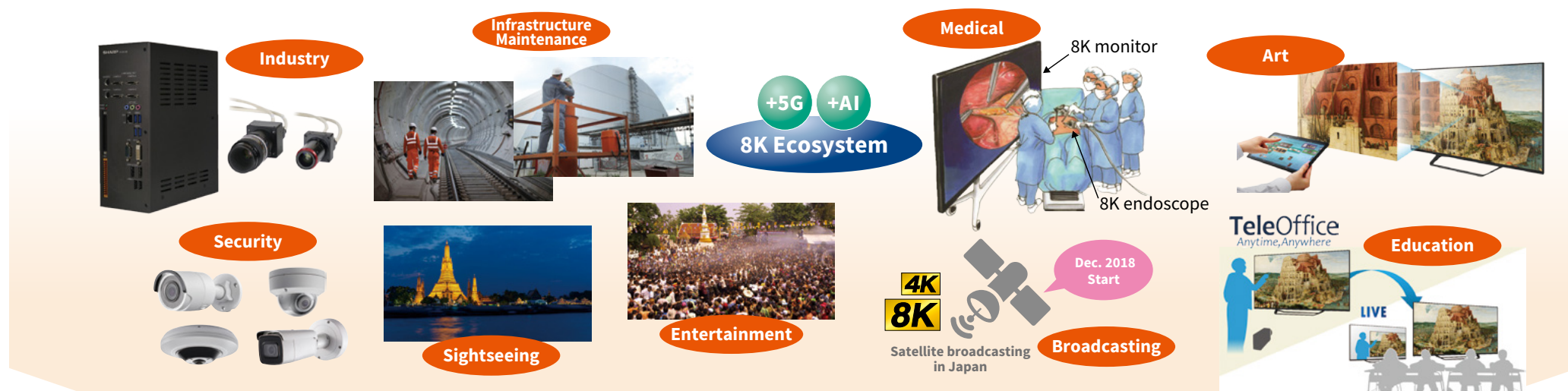
# 8K Ecosystem Initiatives

We are accelerating the pace of development in our core 8K ecosystem products and technologies, including 8K TVs, displays, and cameras. At the same time, we are combining 8K with 5G and AI technologies to work with partners in broadcasting, medical, security, industry, education, art, infrastructure maintenance, entertainment, and sightseeing, creating 8K-based solutions in these fields.

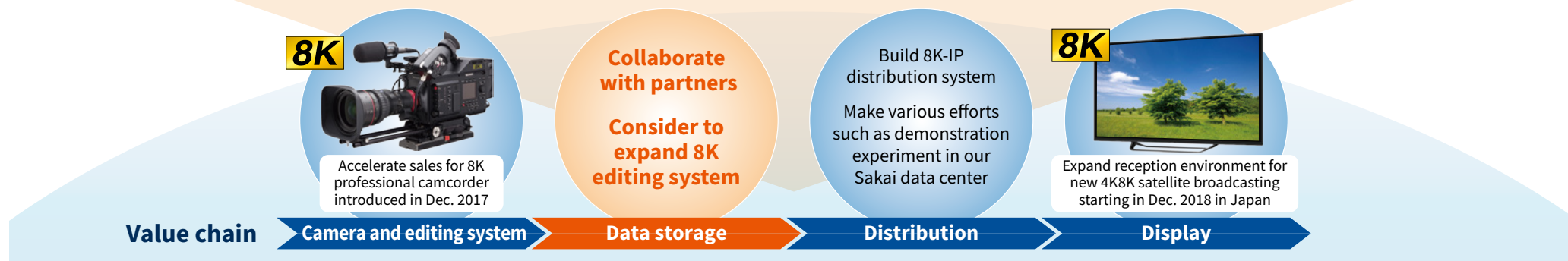
In August 2017, we unveiled *AQUOS 8K*, which features the strengths we have built over

many years of TV and display development. We followed in December 2017, launching an 8K professional camcorder, the result of a collaboration between of Sharp's device technology and Astrodesign, Inc.

In the field of medical, we started deliveries of 70-inch 8K image monitors for use with an endoscope system developed by Kairos Co., Ltd.



## Develop various business fields



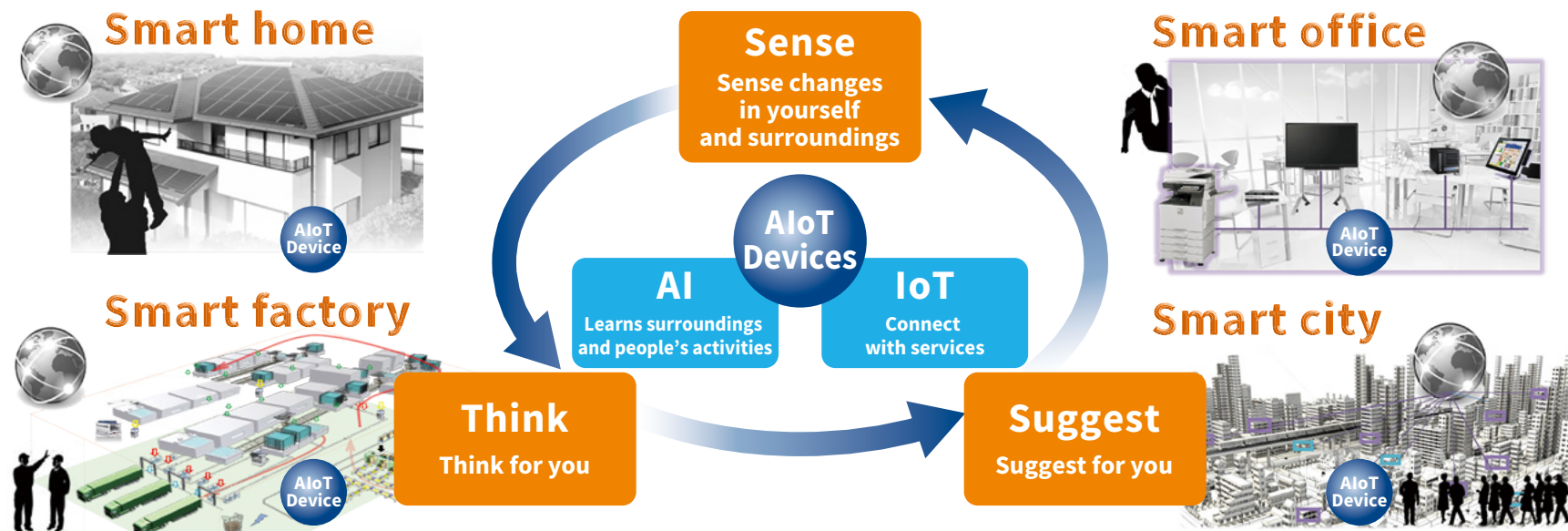


# People-Oriented IoT

AIoTT is technology that integrates AI (artificial intelligence) and IoT (the internet of things). We are designing AIoT devices to serve as new partners in detecting and considering changes in people and their environments, connecting with a variety of services via the internet to

make customized suggestions. This is what we call *People-Oriented IoT*.

Sharp will extend this technology to smart homes, smart offices, smart factories, and smart cities, helping build a smart society in which people play the leading role.



# AIoT Initiatives

We must expand the number and breadth of services available, if we are to make AIoT more attractive to consumers.

In our Smart Homes business, for example, we are not only expanding AIoT devices, but also launching new AIoT services that include COCORO MUSIC, COCORO GAME, COCORO PET, and HEALSIO DELI. We also offer our AIoT platform to other companies to create new businesses.

We are exploring the potential for AIoT use in after-sales service, which could make the process more efficient for businesses and customers.

Our many years of developing Sharp device technologies gives us a major advantage in creating new businesses such as these and others.

Leveraging this advantage, our Smart Business Solutions will transform business through AIoT applied to smart offices, smart signage, smart retail, and smart factories.

## Initiatives in the Smart Homes business

