Sharp is engaged in business reform, pursuing a business vision of Changing the World with 8K+5G and AIoT.

We plan to leverage our strengths in displays, electronic devices, sensors and other feature-rich devices in combination with 8K, 5G, AI, IoT, and robotics core technologies to create feature-rich products and services across eight business sectors: Industry, Security, Smart office, Entertainment, Health, Automotive, Education, and Smart home.

We aim to achieve further growth and build a platform on an 8K+5G Ecosystem and AIoT World as a powerful corporate brand.

At present, we are updating our organizational structure to carry out these initiatives efficiently. Part of this reorganization is defining our operations into three business groups: Smart Life, 8K Ecosystem, and ICT.
The following initiatives represent specific 8K+5G Ecosystem and AIoT World projects under our business vision.

We are already forming cooperative partnerships throughout the entire value chain of our 8K+5G Ecosystem, from the production of image materials to content delivery and display.

To date, our 8K business has consisted mainly of manufactured products, including 8K TVs and monitors, and cameras. Moving forward, we intend to morph into a solutions business that offers imaging solutions for broadcasting, as well as solutions for 8K museums, sports stadiums, medical, security, CAD, train inspection systems, and more.

In December 2018, we launched the 8K Lab. This lab drives cross-organizational projects between units involved in 8K technology development and 8K businesses. We are using the 8K Lab to accelerate the commercialization of 8K businesses with partners.
We are expanding our AIoT World through four business sectors: AIoT Devices, COCORO LIFE service, COCORO OFFICE service, and AIoT platform.

The AIoT Devices business will introduce more AIoT-compatible devices over time. Connected to services, these devices will become more than simple tools, evolving into lifestyle partners.

The COCORO LIFE service extends beyond services for devices to include providing devices for services. We will facilitate smart living through services that leverage the strengths of AIoT technology.

Further, Sharp has opened our AIoT platform for device manufacturers and service providers. Based on this AIoT platform, we will create win-win relationships with other companies, growing the AIoT market through a positive upward spiral.

The COCORO OFFICE service creates smart offices by offering B2B and B2G services tailored to the needs of each customer.

Connected appliances
- Health equipment
- TVs
- dynabook
- MFPs
- Security cameras
- etc.

Other company products
- Shutter
- Intercom
- Water heater
- Delivery box
- Office lightings
- Electronic key
- Health equipment
- Alarm
- UTM
- Office furniture
- etc.
To more quickly achieve our business vision, Sharp has reorganized from four business groups into three: Smart Life, 8K Ecosystem, and ICT.

Our Smart Life business consists mainly of Smart Appliances & Solutions (SAS), Camera Modules, Energy Solutions, and Electronic Components and Devices. We combined the Japanese and overseas units in our Health and Environment business, rolling our AIoT devices and services globally under the SAS. In addition, we established a dedicated organization for B2B growth under SAS.

The 8K Ecosystem business consists mainly of TV Systems, Business Solutions (BS), Display Devices, and Research and Development. Here, we are reinforcing our 8K+5G Ecosystem strategy and conducting a reorganization. At the same time, Business Solutions is building a project platform working with domestic and overseas sales subsidiaries to expand smart office business.

ICT includes Communications, AIoT cloud, COCORO LIFE service, and dynabook. To accelerate cooperation with other companies on our services and platform businesses, we spun off SHARP COCORO LIFE Inc. and AIoT Cloud Inc. into separate entities on October 1, 2019, as part of our business reorganization.

We are linking together all three business groups as we reform our business into One SHARP.
"Make products that others want to imitate."

Tokuji Hayakawa, Sharp Founder

Brilliant and reliable global brand SHARP

8K+5G Ecosystem

& AIoT WORLD

The roots of Sharp management are our founding spirit in which we strived to contribute to society and become a trusted company through manufacturing that anticipated the needs of the next generation early, our business philosophy and business creed which clearly state this spirit, and our corporate motto, Be Original, which is our promise to customers throughout the world that we will continue to be a brand that creates highly original value in the Sharp style.

These commitments will continue to inspire us as we create an 8K+5G Ecosystem and AIoT World for Changing the World with 8K+5G and AIoT.

Our aim is to establish Sharp's position as an inspiring global brand, to earn the trust of all stakeholders, and to continue to be a company that is valued and needed by society.

Business Philosophy
We do not seek merely to expand our business volume. Rather, we are dedicated to the use of our unique, innovative technology to contribute to the culture, benefits and welfare of people throughout the world.

It is the intention of our corporation to grow hand-in-hand with our employees, encouraging and aiding them to reach their full potential and improve their standard of living.

Our future prosperity is directly linked to the prosperity of our customers, dealers and shareholders...indeed, the entire Sharp family.

Business Creed
Sharp Corporation is dedicated to two principal ideals:
"Sincerity and Creativity"

By committing ourselves to these ideals, we can derive genuine satisfaction from our work, whilst making a meaningful contribution to society.

Sincerity is a virtue fundamental to humanity...
always be sincere.

Harmony brings strength...
trust each other and work together.

Politeness is a merit...
always be courteous and respectful.

Creativity promotes progress...
remain constantly aware of the need to innovate and improve.

Courage is the basis of a rewarding life...
accept every challenge with a positive attitude.

Be Original.

From the beginning, Sharp has been driven by originality.

We originate technologies that enhance lifestyles, inspire innovations that support individual expression,

And create products that let you be you.

There is only one Sharp.
There is only one you.
Be Original.

SHARP