

2008 Press Meeting

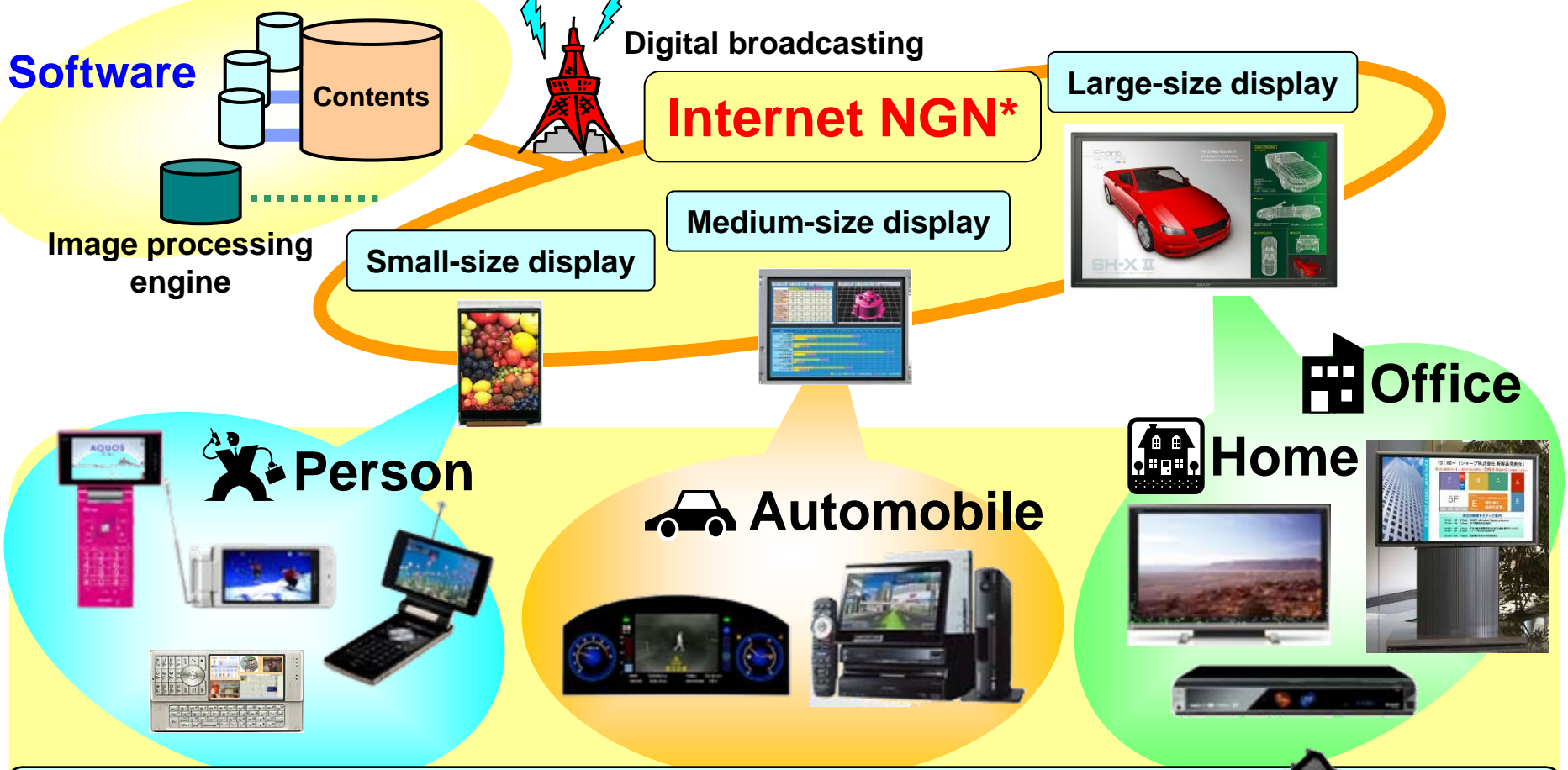
SHARP CORPORATION

Mikio Katayama
President & COO

January 8, 2008

I . Toward the 2012 Centennial Anniversary of Sharp's Foundation

Realize a true ubiquitous network society with our world's best LCDs



Contribute to society by environment and health-related business with energy-saving and energy-creating equipment as the core

Energy creation by solar cells



Creation of energy-saving equipment



Creation of health-related equipment

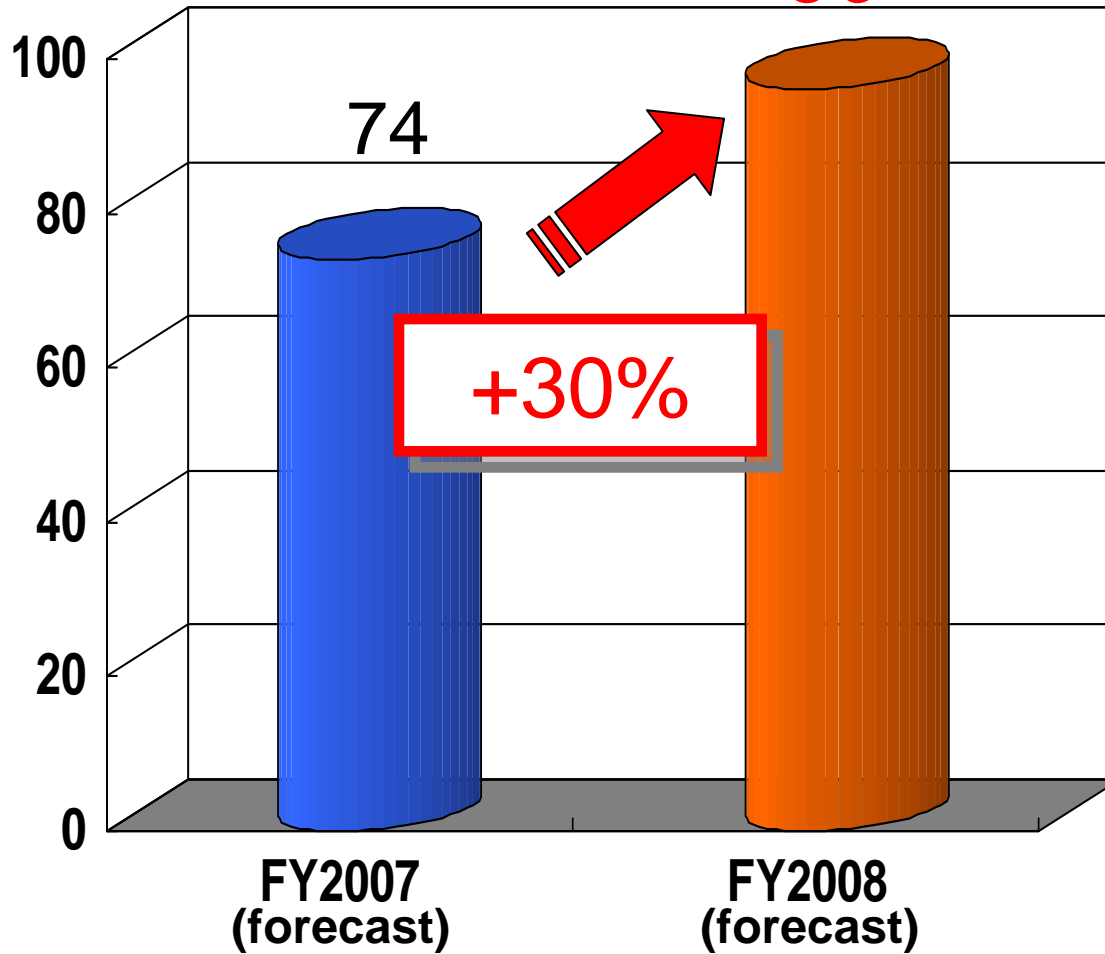
II . Policies for Key Businesses in FY2008

1. LCD TVs and Large-size LCDs



AQUOS

(millions of units)



LCD TVs : 96 million units
All TVs : 220 million units

= Approx. 45%

LCD TVs account for nearly half of TV demand in FY2008



65-inch TV (Prototype)

- Thickness :
 - 20 mm (display section)
 - 35 mm (thickest part)
- Bezel :
 - 25 mm (top)
 - 25 mm (sides)
- Contrast :
 - 100,000:1
- Annual power consumption :
 - 200 kWh/year

52-inch TV (Prototype)

- Thickness :
 - 20 mm (display section)
 - 29 mm (thickest part)
- Bezel :
 - 20 mm (top)
 - 25 mm (sides)
- Contrast :
 - 100,000:1
- Annual power consumption :
 - 140 kWh/year

CRT TVs : Approx. 1,220 million units
(Currently used all over the world)

All replaced by LCD TVs with new LCD technology

Reduction of energy consumption :
100 billion kWh/year

100 billion kWh

Thermal power plant :

Annual generation volume of 14 plants

Heavy oil :

Approx. 22 million kl.

CO₂ : Approx. 34 million tons



The amount absorbed by 2.4 billion Japanese cedars annually



Forest area : 100 thousand km²

**Aiming for the outstanding beauty
We seek the best in image, sound, design and
environmental friendliness**



AQUOS

Kameyama No.2 Plant Capacity enhancement

First phase
(Aug. 2006) **15,000** sheets/month

Second phase
(Jan. 2007) **30,000** sheets/month

Third phase
(Jul. 2007) **60,000** sheets/month

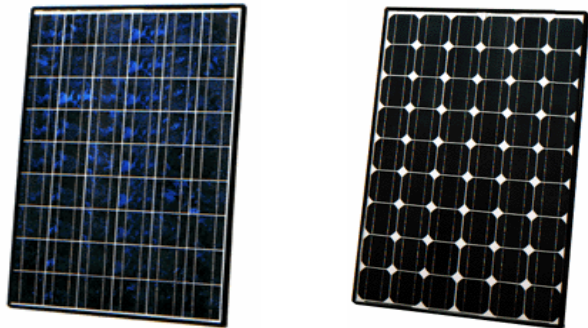
Jul. 2008
(plan) **90,000** sheets/month

1.5
times

2. Photovoltaic Power Systems



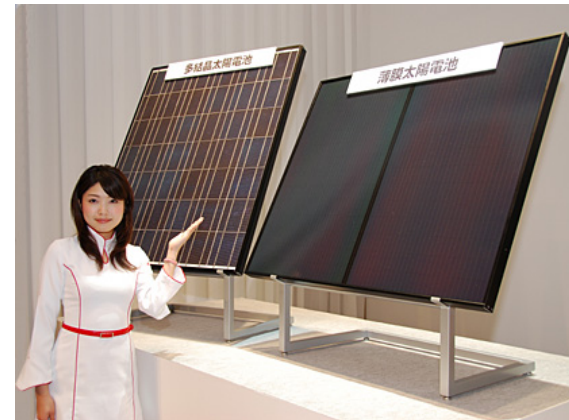
Crystalline type



● Procurement of silicon materials

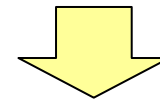
- In-house production
(Started full-fledged production in Autumn 2007)
- Stable external procurement

Thin-film type



● Enhancement of production capacity at the Katsuragi Plant

Current : 15 MW/year



Oct. 2008 (plan) : **160 MW/year**

Features of thin-film solar cells (Compared to crystalline type)

- 1/100th the amount of silicon usage
- Simpler structure and production process

Additional cost reduction by mass-production

Generation cost target in CY2010 :
23 yen/kWh*
(Equal to grid rates for households in Japan)

*Source : METI and NEDO



**Detached houses in Japan :
Approx. 26.5 million**

**Place photovoltaic power systems
on all of the roofs**



CO₂ reduction : Approx. 36 million tons/year



The amount absorbed by 2.5 billion Japanese cedars annually



Forest area : 108 thousand km²

Population in areas that have no access to grid power :
Approx. 1.6 billion

They start to use electricity

Required electricity : **1,600 TWh*/year**
(Annual generation volume of approx. 230 thermal power plants)

*1 TWh = 1 billion kWh

Photovoltaic power systems
generate the same amount
with installation area of
only 1/100th of the Gobi desert
(Approx. 500 million tons less CO₂ emission per year)



III. “21st Century Manufacturing Complex” in Sakai City

14 companies







Production item : Thin-film solar cells

Start of operation : **By Mar. 2010**

Production capacity : **1,000 MW/year**



- Higher environmental performance than the Kameyama Plant
- Creation of superior eco-conscious products



SHARP