

**SHARP-TOURISM MALAYSIA INK PARTNERSHIP FOR
NATION'S FIRST 8K UHD VISIT TRULY ASIA MALAYSIA 2020
CAMPAIGN VIDEOS**

*8K Technology Brings True Depiction of Malaysia's Vibrant Tourism
Gems To Tourists Around The Region*

Selangor, 25 July 2019 – Gearing up for Visit Malaysia 2020, Sharp Electronics (Malaysia) Sdn Bhd (SHARP) has inked a Memorandum of Joint Collaboration Partnership with Tourism Malaysia. The partnership will see SHARP and Tourism Malaysia jointly produce the world's first 8K Ultra High Definition (UHD) Visit Truly Asia Malaysia 2020 promotional videos and promote Malaysia's gems to potential tourists through SHARP's store panels across its global network.

"We are excited to collaborate with Tourism Malaysia to present Malaysia to the world in 8K UHD quality. With innovation as our foundation, especially being at the forefront of SHARP 8K technology, we view this partnership as a golden opportunity to contribute our expertise for the benefit of Malaysia's tourism aspirations. Further to this, our established presence in the region will enable us to carry this jointly-produced videos, presenting Malaysia's tourism gems, in over 19,500 stores (195,000 TV panels) throughout SHARP's global network" said SHARP Managing Director, Robert Wu.

Held at the Malaysia Tourism Promotion Board (MTPB) head office, the Memorandum of Joint Collaboration Partnership signatories comprised SHARP Managing Director, Robert Wu, and MTPB Director-General, Datuk Musa Haji Yusuf. Other partners involved in the collaboration with Tourism Malaysia in promoting the Visit Truly Asia Malaysia 2020 include Malaysia Airports Holdings Berhad, Malaysia Airlines Berhad, Air Asia Berhad, Malindo Airways Sdn Bhd and Firefly.

The exchange of the signed Memorandum of Joint Collaboration Partnership, was held in conjunction with the unveiling of the Visit Truly Asia Malaysia 2020 logo, at the main terminal of the Kuala Lumpur International Airport. The exchange was witnessed by Prime Minister of Malaysia, Tun Dr Mahathir Mohamad, and Minister of Tourism, Arts and Culture, YB Datuk Mohammad Bin Ketapi.

Commenting on the overall performance of the nation's tourism industry, Tun Dr Mahathir said at the unveiling ceremony that Malaysia had done well by becoming the ninth most visited country in the world. Regarding Malaysia's strategy in attracting tourists, particularly from Japan, Tun Dr Mahathir delved into the collaboration with SHARP, one of the nation's biggest investors. The Prime Minister highlighted that the brand viewed Malaysia as a hospitable country to invest in, leading to the joint initiative to promote Malaysia.

"We believe this private sector-government partnership is timely to promote Malaysia to the world in 8K quality. Tourism is an important industry and a significant revenue generator for Malaysia with a target of 28.1 million tourists and projected revenue of RM92.2 billion in 2019. With the Visit Truly Asia Malaysia 2020 campaign, the country is projecting tourist arrivals of 30 million and revenue of RM100 billion in 2020," said MTPB Director-General, Datuk Musa Haji Yusuf at the signing ceremony.

Through these videos, SHARP will showcase Malaysia's greatest attractions truly in great detail made possible through 8K technology. In addition to the SHARP 8K resolution, the videos will also be made compatible to 4K and Full High Definition panels in across SHARP's extensive network. Tourism Malaysia's resources and platforms, Malaysia Tourism Centre (MaTiC), airports, MRT stations, and malls are among the avenues leveraged to promote the Visit Truly Asia Malaysia 2020 message.

"Beyond high definition visuals, SHARP 8K technology has the potential to develop an ecosystem with far reaching benefits in the medical, security, entertainment, education, Artificial Intelligence (AI) and 5G technology fields. We hope to develop the 8K ecosystem further to contribute towards the development of more industries and make 8K a major trend in the world," explained Wu.

Since 2009, SHARP has been developing its 8K technology with the anticipation of bringing SHARP 8K TVs to Malaysian consumers. The high-quality Real 8K Resolution panel has 16 times more pixels than the resolution of Full High Definition (HD), four times more than 4K Ultra HD. The display reproduces images at a higher resolution than the human eye can

capture, allowing viewers to zoom in to details within an image to an extent not previously possible.

About Sharp Electronics (Malaysia) Sdn. Bhd.

Established in 1985 and formerly known as Sharp Malaysia Sales & Service Company (M) Sdn Bhd, Sharp Electronics (Malaysia) Sdn. Bhd is the marketing arm of the Sharp Group in Malaysia and is responsible for the sales, marketing and promotion of all Sharp products in the country.

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