

SHARP

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SHARP TV AQUOS 8K TV COMMERCIAL MAKES WAVES

AT

41st TELLY AWARDS IN NEW YORK

*SHARP 'Beyond The Real World' TVC Overtakes Global Brands To Bag
Craft Cinematography and Art Direction Awards*

Kuala Lumpur, 11 June 2020 – Sharp Electronics (Malaysia) Sdn Bhd (SHARP) has put Malaysia on the map once again, outclassing global giants at the 41st Telly Awards in New York, United States of America recently. The awards, which honours excellence in video and television across all screens, presented SHARP with the Craft Cinematography and Art Direction Award for its Aquos 8K *'Beyond The Real World'* TV commercial (TVC).

“SHARP is honoured to be recognised among respectable industry giants on this global stage. The participating masterpieces are truly remarkable and demonstrate a high level of quality in representing brands and their stories. Being at the forefront of developing 8K technology through our panels, we are constantly looking for ways to show our viewers what hyper-realism looks and feels like in a creative way. We had full confidence in the storytellers at Paracosm and the vision of Executive Director, David Barker, and Creative Director, Len Wang, when we commissioned them to develop this masterpiece,” said SHARP Deputy Chief Executive Officer of ASEAN and Managing Director, Robert Wu

The Sharp Aquos 8K *'Beyond The Real World'* TVC earned two Silver Awards in the categories for Regional TV, namely Craft Cinematography and Regional TV, Art Direction. The technology behind the TVC leveraged on the ability of Sharp's 8K Ultra HD TV panel to produce 33 million pixels, making images 16 times clearer than

that of a full high definition panel. The ultra-high resolution creates an almost three-dimensional visual, capturing every micro-detail and moment, and finally presenting it to the audience in the same manner as if experiencing it in real life.

The producers and creative directors used picturesque-dreamscape and surrealism visual styles through the entire TVC, with rich and multi-level details. These demonstrated the ultra-fineness of 8K and 4K images and how 8K colours performed.

Paracosm, the production team commissioned by SHARP, developed the filming concept of *'Beyond The Real World'* which plays on visual phenomena and illusions. The film starts with a surreal-perspective viewing angle of the actor. While he enters the TV screen and walks behind the heroine, they intersperse between the virtual world and real world.

Paracosm collaborated with award-winning film director, producer and cinematographer David Barker, and Creative Director, Len Wang. Barker and his team are renowned for being early adopters of the latest cinema technology, including 8K video production.

TV commercials are commonly delivered in HD 1080 format. The SHARP Aquos 8K Panels and technology enabled the creation of a video at 16 times the resolution and double the frame rate (higher definition) of a normal TV commercial. The feat was a challenge both technically and artistically, which paid off with the recognition at the 41st Telly Awards.

The Telly Awards honours video and television made for all screens and is judged by The Telly Award Judging Council, a group of leading video and television experts from some of the most prestigious companies in entertainment, publishing, advertising, and emerging technology.

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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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