

# **NEWS CLIPPINGS**

**CLIENT** : SHARP ELECTRONICS (MALAYSIA) SDN BHD  
**MEDIUM** : IPROPERTY ONLINE  
**DATE** : JULY 14, 2020  
**PAGE NO** : OTHER

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<https://www.iproperty.com.my/news/sharp-new-remote-life-solutions-ecosystems-to-spur-economic-momentum/>

# Sharp new remote life solutions, ecosystems to spur economic momentum



The iProperty.com.my News Team  
14 JUL 2020



Launching Sharp's Remote Life Solutions. (sixth from left) SHARP Electronics (M) Sdn Bhd Managing Director, Ting Yang Chung, (fifth from left) Deputy Managing Director (Sales Division), Tok Sang Man, and (third from left) Assistant General Manager (Sales) and Head of Smart Solution Division, Clement Ng, trying out Remote Fitness, one of SHARP's Remote Life Solutions.

14 July, SHAH ALAM – Sharp Electronics (Malaysia) Sdn Bhd (SHARP) sees great opportunity for its technology and solutions to aid the nation's recovery. Evolving with present day needs, SHARP is determined to help users, in businesses, classrooms, and households, to embrace the new normal through an ecosystem of solutions, debuted at the SHARP Virtual Dealer Convention recently.

“SHARP continues to be a leading provider of innovative solutions with a legacy in Malaysia spanning 35 years. We constantly innovate solutions to help consumers address the

challenges of today. Over the past few months, the whole world has been driven to adopt digital solutions faster than we've ever seen before. Given the current emphasis on seamless communication and safety of consumers as we embrace the 'new normal', the introduction of SHARP's *Remote Life* concept this year is intentional and timely for smarter and connected environments in classrooms and offices," explained Executive Managing Officer, Deputy Chief Executive Officer, ASEAN Business and Chairman, SHARP Electronics (M) Sdn Bhd, Robert Wu.



(From left) SHARP Electronics (M) Sdn Bhd Managing Director, Ting Yang Chung, and Deputy Managing Director (Sales Division), Tok Sang Man, introducing eSHARP, the new e-commerce platform, at the virtual convention

The consumer electronics giant shared its plans to strengthen its brand position and grow market share through its dynamic business strategy. SHARP remained among the top brands preferred by consumers according to global market research group. The insights of the market survey, for the period of June 2019 to May 2020, found that SHARP dominated the number one position in the refrigerator and washing machine product segment in comparison to its competitors, holding a majority market share of approximately 20% in Malaysia. SHARP is also listed among the top three preferred brands in the television and air conditioning product segment.

Injecting excitement into the market, SHARP unveiled its new Remote Life concept as a highlight of the virtual convention, focusing on seamless communication and safety of users. The concept comprises three solutions for three key areas namely, Remote Meeting for businesses, SHARP Remote Education Systems for classrooms and Remote Lifestyle for the general user or household to operate effectively and safely in the new normal.

To support the recovery of businesses within its dealer network, SHARP also took to opportunity to introduce its new e-commerce platform, eSHARP, at the virtual convention. Setting itself apart, SHARP developed eSHARP to drive revenue back to dealers.

“Amid safety and health concerns, we understand our customers want better access to their favourite SHARP products. Our eSHARP platform represents a ‘second floor’ retail business concept for our customers to shop at and extend our authorised dealers’ physical store

presence and compliment their business. Customers are assured of a secure online shopping experience and peace of mind knowing the quality of genuine SHARP products from authorised dealers. This new business strategy will help our dealers gain online revenue and enhance customer engagement,” explained Wu.

In view of the current social economic environment, SHARP understands the consumer’s need for affordability alongside quality solutions. The consumer electronics solutions giant announced at the virtual convention its plans to debut a new \*product line-up including its signature BIG AQUOS TV range and home appliances this year. Determined to grow its market share, SHARP also highlighted its partnership with BACFREE® to introduce water products. The partnership will complement SHARP’s ‘Air of Confidence’ Solutions comprising of Air Purifiers, Air Conditioners and Air Cooler products fitted with Plasmacluster technology.

SHARP aims to retain its position as the no.1 Japanese brand in Malaysia. Its growth strategy for the future is supported by a strong market presence and SHARP plans to leverage further on business partnerships or co-branding of new businesses or products. These will diversify and expand the SHARP brand presence and portfolio to better serve the evolving needs of customers.

**CLIENT** : SHARP ELECTRONICS (MALAYSIA)  
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<https://www.impiana.my/solusi-teknologi-remote-life-dari-sharp-penuhi-keperluan-norma-baharu/>

## SHARP “REMOTE LIFE” SOLUTIONS CATER TO THE NEEDS OF THE NEW NORM



Sharp Electronics (Malaysia) Sdn Bhd (SHARP) melihat peluang besar untuk teknologi dan penyelesaiannya membantu proses pemulihan negara. Berkembang seiring dengan keperluan masa kini, SHARP bertekad untuk membantu para pengguna, dalam perniagaan, bilik darjah, dan isi rumah, dalam menyesuaikan diri dengan ‘normal baharu’ menerusi ekosistem penyelesaian, yang diperkenalkan buat pertama kali di Konvensyen Penganjur Maya SHARP baru-baru ini.



“SHARP terus menjadi pembekal penyelesaian inovatif terulung dengan legasi di Malaysia yang menjangkau tempoh 35 tahun. Kami sentiasa menghasilkan inovasi penyelesaian untuk membantu pengguna menghadapi cabaran masa kini. Beberapa bulan kebelakangan ini, seluruh dunia didorong mempertingkatkan penggunaan penyelesaian digital lebih pantas berbanding sebelumnya. Mengambil kira kepentingan komunikasi dan keselamatan pengguna dalam ‘normal baru’, pengenalan konsep ‘Remote Life’ SHARP tahun ini tepat pada masanya bagi mewujudkan pejabat dan bilik darjah lebih pintar dan saling berhubung,” jelas Pegawai Urusan Eksekutif, Timbalan Ketua Pegawai Eksekutif, Perniagaan ASEAN dan Pengerusi Sharp Electronics (M) Sdn Bhd, Robert Wu.



Syarikat gergasi elektronik pengguna ini berkongsi rancangannya untuk memperkukuhkan kedudukan jenama dan mengembangkan pasaran menerusi strategi perniagaannya yang dinamik. SHARP kekal antara jenama teratas dalam kalangan pilihan pengguna menurut

kajiselidik pasaran global. Analisis tinjauan pasaran, untuk tempoh Jun 2019 hingga Mei 2020, mendapati bahawa SHARP mendominasi kedudukan nombor satu dalam segmen produk peti sejuk dan mesin basuh berbanding pesaingnya, dengan menguasai sebahagian besar pasaran, sekitar 20% di Malaysia. SHARP juga tersenarai di antara tiga jenama teratas dalam segmen produk televisyen dan penyaman udara.

Menyuntik keterujaan dalam pasaran, SHARP melancarkan konsep 'Remote Life' baharunya sebagai tarikan utama konvensyen maya, dengan memberi tumpuan kepada kelancaran komunikasi dan keselamatan pengguna. Konsep ini merangkumi tiga penyelesaian untuk tiga bidang utama iaitu, 'Remote Meeting' atau mesyuarat secara maya untuk perniagaan, 'Remote Education System' SHARP atau sistem pendidikan secara maya untuk bilik darjah dan 'Remote Lifestyle' atau gaya hidup secara maya agar pengguna atau isi rumah mampu terus berurusan dengan berkesan dan selamat dalam 'normal baharu' ini.



Dalam usaha menyokong pemulihan perniagaan dalam rangkaian pengedar, SHARP juga mengambil kesempatan untuk memperkenalkan platform e-dagang baharu, eSHARP, di konvensyen mayanya.

Membezakan dirinya agar menerajui pasaran, SHARP mengembangkan eSHARP khususnya bagi mendorong hasil kembali kepada pengedar.

“Dalam persoalan keselamatan dan kesihatan, kami memahami para pelanggan kami inginkan saluran yang lebih baik untuk mendapatkan produk SHARP kegemaran mereka. Platform eSHARP kami mewakili konsep perniagaan runcit ‘aras kedua’ yang membolehkan para pelanggan membuat pembelian secara mudah. Pada masa yang sama, ia mengukuhkan kedudukan rangkaian pengedar sah kami serta menyokong perniagaan mereka. Proses pembelian pelanggan dijamin selamat tanpa ragu-ragu mengenai ketulenan produk SHARP dari pengedar sah kami. Strategi perniagaan baru ini akan membantu pengedar kami memperoleh pendapatan dalam talian dan meningkatkan interaksi bersama pelanggan,” terang Wu.

Memandangkan suasana ekonomi sosial semasa, SHARP memahami para pengguna mementingkan harga yang bersesuaian dengan kemampuan di samping memperoleh penyelesaian berkualiti. Di konvensyen mayanya, gergasi penyelesaian elektronik ini telah mengumumkan rancangan untuk melancarkan rangkaian \*produk baharu termasuk rangkaian TV BIG AQUOS dan peralatan rumah pada tahun ini. Bertekad untuk memperluaskan pasarannya, SHARP juga mengumumkan kerjasama dengan BACFREE bagi memperkenalkan produk air. Kerjasama ini akan melengkapkan Penyelesaian ‘Air of Confidence’ SHARP yang terdiri daripada rangkaian Pembersih Udara, Penyaman Udara dan Penyejuk Udara yang dilengkapi teknologi Plasmacluster.

SHARP berhasrat untuk mengekalkan kedudukannya sebagai jenama Jepun no.1 di Malaysia. Strategi pertumbuhan masa hadapannya disokong oleh kedudukan utuhnya di pasaran dan rancangan SHARP untuk memanfaatkan jalinan usahasama atau perkongsian jenama dengan perniagaan atau produk baru. Langkah ini akan mempelbagaikan dan memperluaskan kewujudan dan portfolio jenama SHARP dalam memenuhi keperluan pelanggan dengan lebih baik.

### **Mengenai Sharp Electronics (Malaysia) Sdn. Bhd.**

Ditubuhkan pada tahun 1985 dan sebelumnya dikenali sebagai Sharp Malaysia Sales & Service Company (M) Sdn Bhd, Sharp Electronics (Malaysia) Sdn. Bhd. merupakan bahagian pemasaran Kumpulan Sharp di Malaysia dan bertanggungjawab untuk penjualan, pemasaran dan promosi semua barangan Sharp di negara ini.



**CLIENT** : **SHARP ELECTRONICS (MALAYSIA) SDN BHD**  
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<http://www.maxit.my/2020/07/sharp-new-remote-life-solutions-ecosystems-to-spur-economic-momentum/>

## Sharp New Remote Life Solutions, Ecosystems to spur Economic Momentum

By [Reon](#) / 1 hour ago / [News](#) / [No Comments](#)

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<https://www.malaysian-business.com/index.php/wordpress/item/3248-sharp-new-remote-life-solutions-ecosystems-to-spur-economic-momentum>

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# Sharp New Remote Life Solutions, Ecosystems to Spur Economic Momentum

Tuesday, 14 July 2020 16:37

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Shah Alam, Selangor, 14 July 2020 – Sharp Electronics (Malaysia) Sdn Bhd (SHARP) sees great opportunity for its technology and solutions to aid the nation’s recovery. Evolving with present day needs, SHARP is determined to help users, in businesses, classrooms, and households, to embrace the new normal through an ecosystem of solutions, debuted at the SHARP Virtual Dealer Convention recently.

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#SharpThinkPossibilities

\*Product line-up details available in attached factsheet

CLIENT : SHARP ELECTRONICS (MALAYSIA)  
SDN BHD  
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DATE : JULY 14, 2020  
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<https://zinggadget.com/2020/07/14/sharp-esharp-com-my/>

**SHARP LAUNCHES eSHARP, E-COMMERCE PLATFORM:  
PURCHASE PRODUCTS SUCH AS SHARP TVS,  
REFRIGERATORS, MICROWAVE OVENS, ETC., AND ENJOY  
DISCOUNTS SUCH AS 0% INTEREST RATES AND LOAN  
REBATES!**

# Sharp 推出电商平台 eSharp: 可购买 Sharp 电视、冰箱、微波炉等产品, 还可享有 0 利率、贷款回扣等优惠!

Post on: July 14, 2020

[阿六](#)

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新冠肺炎很大程度的改变了我们生活方式，连带许多企业的商业模式也被迫加速往线上模式转型，而 Sharp 为了迎合新常态的运作方式，推出了名为 eSharp 的电商平台，用户可以在 eSharp 平台上购买 Sharp 的电器产品，同时还有着 0 利率贷款、首月贷款回扣等优惠！

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在 esharp.com.my 上，你能够购买到 Sharp 的电器产品，与此同时作为扶植本地授权经销商的措施，你在该网站上购买的电器将能在全马超过 500 个经销商进行售后服务，让用户将在实体店消费的体验拓展到网络上。

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TV BRAND IN JAPAN**

日本製のパネル ● Panel Made in Japan

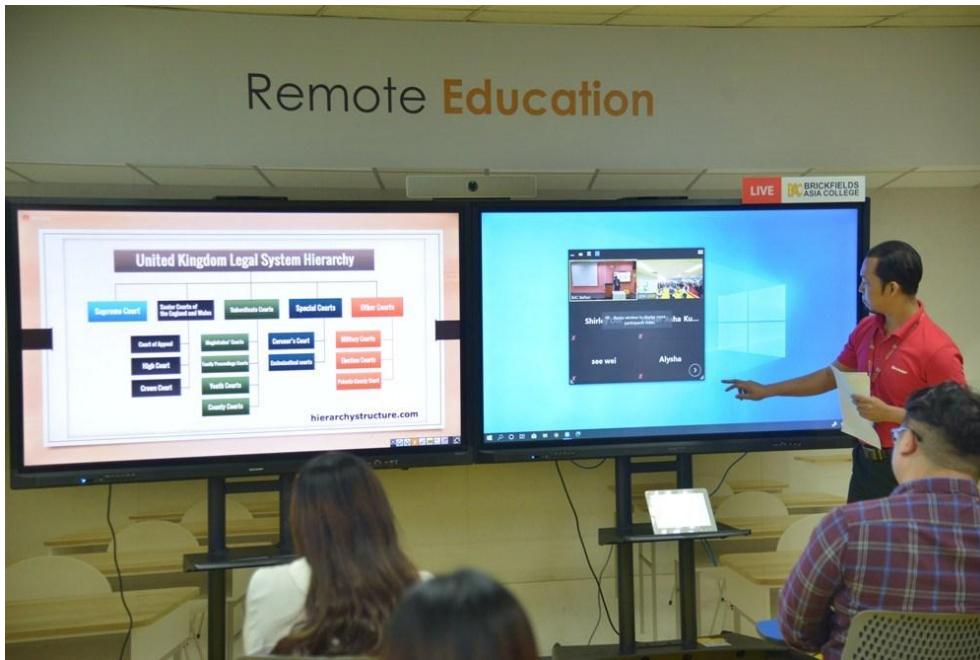
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SUPER SAVING  
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作为 Sharp 自家的点上平台，他们也推出了许多优惠，像是特定商品可以享受 RM100 的现金回扣、免费一个月的分期付款、消费满 RM1000 就能享有免费邮寄等优惠。目前在 eSharp 平台上能够买到 Sharp 的电视、冰箱、微波炉、音响等产品，有兴趣的朋友可以[点此链接](#)了解更多。



除此之外，顺应社交距离、在家活动等生活方式，Sharp 也发布了一系列远端生活的新概念，当中包括了远端教育、远端会议以及远端运动教练等生活解决方案，让大家无需出门或是到人挤人的学校、GYM 等也能安全的进行活动。

Tags: [eSharpSharp](#)

CLIENT : SHARP ELECTRONICS (MALAYSIA) SDN BHD  
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PAGE NO : LOCAL NEWS

<https://www.newsarawaktribune.com.my/sharp-pledges-to-continue-innovating/>

# Sharp pledges to continue innovating

By  
Nazmi Suhaimi

July 14, 2020



Sharp managing director Ting Yang Chung (left) and deputy managing director (Sales Division) Tok Sang Man introducing eSHARP, the new e-commerce platform at the virtual convention.

**KUCHING:** Sharp Electronics (Malaysia) Sdn Bhd (Sharp) is looking to consistently produce innovative solutions to aid the nation's recovery post Covid-19.

In doing this, the company introduced an ecosystem of solutions — the Remote Life concept and the e-commerce platform eSHARP, both debuted at the Sharp Virtual Dealer Convention recently.

Sharp executive managing officer and deputy chief executive officer Robert Wu said the company will continue to innovate solutions to help consumers address the challenges of the present day.

“Over the past few months, the whole world has been driven to adopt digital solutions faster than we’ve ever seen before.

“Given the current emphasis on seamless communication and safety of consumers as we embrace the ‘new normal’, the introduction of Sharp’s Remote Life concept this year is timely for connected environments in classrooms and offices,” he said in a statement issued yesterday.

The Remote Life concept comprises three solutions for three key areas namely, Remote Meeting for businesses, Remote Education Systems for classrooms and Remote Lifestyle for the general user or to operate effectively and safely in the new normal.

On the eSHARP online platform, Wu said the move was done with for customers who want better access to their favourite Sharp products

“Our eSHARP platform represents a ‘second floor’ retail business concept for our customers to shop at and extend our authorised dealers’ physical store presence and compliment their business.

“Customers are assured of a secure online shopping experience and peace of mind knowing the quality of genuine Sharp products from authorised dealers.

“This new business strategy will help our dealers gain online revenue and enhance customer engagement,” explained Wu.

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<https://www.bernama.com/en/business/news.php?id=1860504>



## SHARP debuts Remote Life concept

14/07/2020 08:07 PM

KUALA LUMPUR, July 14 -- Sharp Electronics (Malaysia) Sdn Bhd (SHARP) has unveiled its new Remote Life concept during the SHARP Virtual Dealer Convention held recently.

In a statement today, it said the new concept comprises three solutions for three key areas, Remote Meeting for businesses, SHARP Remote Education Systems for classrooms and Remote Lifestyle for the general user or households to operate effectively and safely in the new normal.

SHARP Electronics Asean deputy chief executive officer and managing director Robert Wu said the company is constantly innovating solutions to help consumers address current challenges.

“Given the current emphasis on seamless communication and safety of consumers as we embrace the ‘new normal’, the introduction of SHARP’s Remote Life concept this year is intentional and timely for smarter and connected environments in classrooms and offices,” he said.

SHARP Electronics said it has also introduced its new e-commerce platform, eSharp, to support the recovery of businesses within its dealer network.

-- BERNAMA

CLIENT : SHARP ELECTRONICS (MALAYSIA)  
SDN BHD  
MEDIUM : HITECH CENTURY ONLINE  
DATE : JULY 14, 2020

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<https://www.hitechcentury.com/sharp-remote-life-big-aquos-tv/>

# Sharp reveals Remote Life solutions and new Big AQUOS TV line-up for the new normal

By [Hitech Century](#) | July 14, 2020 | 0

The COVID-19 pandemic has been a wake-up call for organisations worldwide as it upended the traditional notions of how we work, play and even stay in touch with friends and family. People are now struggling to adapt to the new normal of telecommuting and working from home while wrestling with a host of differing devices and standards with mixed results. Sharp Electronics today aims to resolve these challenges as they showcased their latest **Sharp Remote Life** solutions at a virtual dealer convention this morning in Malaysia.



## Sharp Remote Life solutions showcased

Comprising of a host of technologies and devices designed to work seamlessly in one complete ecosystem, the **Sharp Remote Life** concept offers solutions for three key areas of human endeavour – Remote Meeting solutions for businesses, Remote Education Systems for classrooms and Remote Lifestyle solutions for families and households to stay in touch and thrive in the new normal.



To cater to organisations, Sharp's Remote Business offers a variety of video conferencing systems, 4K LCD panels and professional LCD monitors, all in different sizes.

For Remote Education systems, Sharp is showcasing their Smartboard interactive whiteboard which offers 4K UHD resolution in multiple sizes and video conferencing systems baked-in along with unique video conferencing applications like a digital flipchart. For Remote Lifestyles, Sharp revealed an Interactive Whiteboard for remote workouts, social activities and more.

## Sharp Big AQUOS TV launched

Another feature launched under the aegis of Sharp's Remote Life theme are a quartet of Android-powered TVs with increased sizes to offer a more vivid viewing experience.

Sharp revealed a 60-inch 4K value-oriented 4TC60CH1X TV, a 60-inch 4K Sharp AQUOS 4TC60CK1X TV, a larger 70-inch 4TC70BK1X 4K Sharp AQUOS TV and a massive 80-inch 4TC80CL1X Sharp AQUOS TV.

Also launched were a new range of their popular Air Purifiers, Air Conditions and Air Coolers with their Plasmacluster tech that filters out 99% of pm2.5 air particles and which are proven to deactivate 99% of airborne virii. For more details on local pricing and availability, swing by their official page at <https://my.sharp/>



CLIENT : SHARP ELECTRONICS (MALAYSIA) SDN BHD  
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<http://www.techdaily.com.my/2020/0714/14041.html>

## SHARP LAUNCHES eSHARP ONLINE RETAIL PLATFORM AT ITS FIRST VIRTUAL CONFERENCE

Sharp 首办虚拟大会推出 eSharp 网购平台

2020-07-14 23:18:02 作者: 郭美珍 来源: [TechDaily](#) 浏览次数: 749 网友评论 0 条 | Share to [f](#) [t](#)

【TechDaily 电子报 2020 年 7 月 14 日 莎亚南讯】随着武汉肺炎（新冠病毒）疫情为全球带来冲击，Sharp 首办虚拟大会，不仅展示了远端教学、远端会议与远端健身，还推出了 eSharp 网站进军电商市场。



目前因疫情为了遵守标准作业程序（SOP）及保持安全社交距离等所产生的新常态生活模式，民众对于新常态后的各项设备需求与日剧增，尤其以远端教学，远程办公等所产生的需求最为重要。

夏普电子马来西亚有限公司（Sharp）今日在虚拟经销商大会上首次推出全新的生态系统方案，决心协助使用者在企业、学校和家庭融入新常态，该公司有信心其技术与方案将大有作为，有助于国家经济复苏。

远在日本的夏普高层也特别以视讯会议方式现身，不仅共同推介虚拟大会，同时还一起出席记者会回答环节。



### ▲夏普高层共同推介虚拟大会并一起出席记者会。

夏普还借此机会在虚拟大会上推出新开发的电子商务平台 eSharp 来协助传统线下经销商转型至线上，这个平台不但是能让消费者有独享优惠与经销商增加盈利之外，更希望民众在 eSharp 线上购买后也能得全马超过 500 个经销商的完整售后服务。



根据全球市场调查集团，Sharp 仍是消费者首选的顶级品牌之一。从 2019 年 6 月至 2020 年 5 月期间的市场调查显示，与竞争对手相比，Sharp 在冰箱和洗衣机产品领域居首，在马来西亚占据约 20% 的多数市场份额。

Sharp 电视及空调也被列为三大首选品牌之一，而在复原式限行令（RMCO）期间民众对于家电产品的需求更是强劲，而 Sharp 也在这个时间点发布一系列全新商品，尤其以冰箱、洗衣机、空调与微波炉等商品主打变频与省电，而电视机是主攻 60 寸以上的大尺寸型号电视机。





Sharp 在虚拟大会上发表全新的远端生活概念，专注于让消费者保持着持续性联系并确保他们的安全课题将为市场注入新元素，已然成为大会的亮点。该概念囊括三个关键领域的方案，即商业远端会议、Sharp 远端教育系统及适用于一般使用者或家庭的远端生活方式，让人们有效及安全地在新常态下生活。

Sharp 还在现场特别展示了远端会议（Remote Meeting）、远端教学（Remote Education）及远端健身（Remote Fitness）运作方式。



### ▲ 远端会议



### ▲ 远端教学



### ▲ 远端健身

为了保持其在马来西亚的第一大日本品牌的地位，Sharp 还借此机会在虚拟大会上推出新开发的电子商务平台 eSharp 来协助传统线下经销商转型至线上。

除此之外，这个平台不但是能让消费者有独享优惠与经销商增加盈利之外，更希望民众在 eSharp 线上购买后也能得全马超过 500 个经销商的完整售后服务。



夏普常务执行役员暨东协业务副执行长，马来西亚会长吴柏勋指出：“Sharp 屹立于马来西亚长达 35 年，至今仍然是创新方案的领先供应商。主要原因是我们不断寻求创新的解决方案，协助消费者面对当今的挑战。”

“在过去的几个月里全世界开始采用比以往更快速的数码方案。鉴于我们目前融入“新常态”时强调让消费者保持着持续性联系及确保他们的安全，Sharp 今年推出远端生活概念对于更精明互动的教室和办公室环境而言是有意并及时的。”



吴柏勋解释：“关于安全及健康课题，我们了解我们的客户希望可以更方便地接触他们喜爱的 Sharp 产品。Sharp 平台象征着“2 楼零售商业模式”，让我们的客户通过网络开拓他们在授权经销商实体店的购物体验并完成交易。我们向客户保证，他们可以放心地享受安全的网上购物体验，因为授权经销商只能提供正版的 Sharp 产品。这项新的商业策略将帮助我们的经销商通过网路获得收入并提高客户的参与度。”



鉴于当前的社会经济环境，Sharp 了解消费者对价格与高品质的需求。这家电子巨头在虚拟大会上宣布，计划今年推出全新产品系列，包括其标志性的大型 AQUOS 电视系列及家用电器。

与此同时，Sharp 也强调与在当地经营过滤水设备的 BACFREE 品牌合作，除了原先带有 PCI 独家正负离子空气净化技术的空气清净机外。此次合作将完善 Sharp“好空气与喝好水”的全套解决方案。

CLIENT : SHARP ELECTRONICS (MALAYSIA)  
SDN BHD  
MEDIUM : TIM CHEW ONLINE  
DATE : JULY 14, 2020  
PAGE NO : TECHNOLOGY & GADGETS

<https://timchew.net/2020/07/14/sharp-electronics-malaysia-introduces-sharps-remote-life-concept-at-the-sharp-virtual-dealer-convention-2020/>

SHARP TECHNOLOGY & GADGETS

## Sharp Electronics (Malaysia) Introduces SHARP's "Remote Life" Concept at the SHARP Virtual Dealer Convention 2020

BY TIM CHEW  
14/07/2020



[Technology]



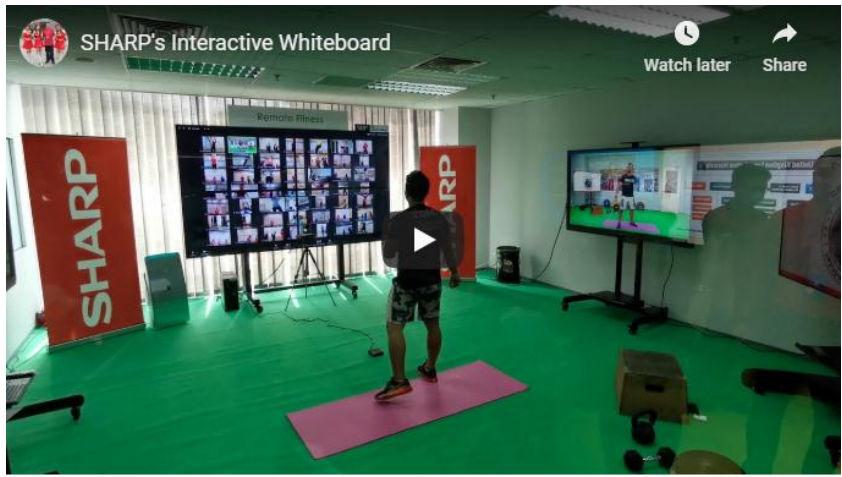
Launching Sharp's Remote Life Solutions. (sixth from left) SHARP Electronics (M) Sdn Bhd Managing Director, Ting Yang Chung, (fifth from left) Deputy Managing Director (Sales Division), Tok Sang Man, and (third from left) Assistant General Manager (Sales) and Head of Smart Solution Division, Clement Ng, trying out Remote Fitness, one of SHARP's Remote Life Solutions.

Headed down to Sharp Electronics (Malaysia) Sdn Bhd (SHARP) facility this morning for the debut of their new products and ecosystem of solutions, at their SHARP Virtual Dealer Convention. The convention was held online (with a press conference attended by us media) this year due to the Covid-19 situation and featured the use of mixed reality technology for the press briefing and launch.

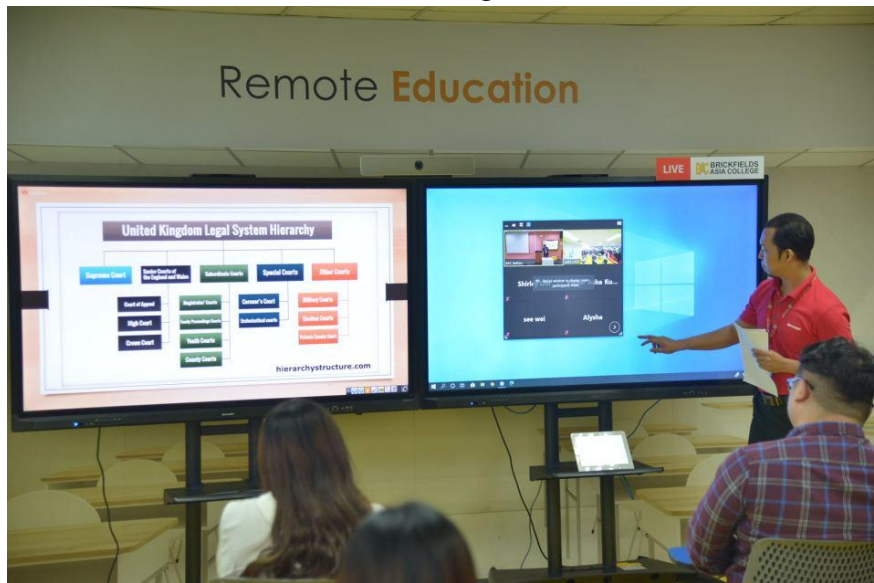
“SHARP continues to be a leading provider of innovative solutions with a legacy in Malaysia spanning 35 years. We constantly innovate solutions to help consumers address the challenges of today. Over the past few months, the whole world has been driven to adopt digital solutions faster than we've ever seen before. Given the current emphasis on seamless communication and safety of consumers as we embrace the 'new normal', the introduction of SHARP's Remote Life concept this year is intentional and timely for smarter and connected environments in classrooms and offices,” explained Executive Managing Officer, Deputy Chief Executive Officer, ASEAN Business and Chairman, SHARP Electronics (M) Sdn Bhd, Robert Wu.

SHARP shared its plans to strengthen its brand position and grow market share through its dynamic business strategy, even in the face of the challenges posed by Covid-19. SHARP remained among the top brands preferred by consumers according to global market research group. The insights of the market survey, for the period of June 2019 to May 2020, found that SHARP dominated the number one position in the refrigerator and washing machine product segment in comparison to its competitors, holding a majority market share of approximately 20% in Malaysia. SHARP is also listed among the top three preferred brands in the television and air conditioning product segment.

SHARP unveiled its new “Remote Life” concept as a highlight of the virtual convention, focusing on seamless communication and safety of users. The concept comprises three solutions for three key areas namely, Remote Meeting for businesses, SHARP Remote Education Systems for classrooms and Remote Lifestyle for the general user or household to operate effectively and safely in the new normal.



Remote Meeting for businesses



SHARP Remote Education Systems for classrooms



SHARP Remote Education Systems for classrooms. Brickfields Asia College is one of the first institutions of higher learning to be equipped with the SHARP Sharp Smartboard which is available in different sizes, has a built-in interactive launcher for all-in-one interactive whiteboard functions, 4K Ultra-HD Quality, and Video conferencing system for remote presentation.



(From left) SHARP Electronics (M) Sdn Bhd Managing Director, Ting Yang Chung, and Deputy Managing Director (Sales Division), Tok Sang Man, and Assistant General Manager (Sales) and Head of Smart Solution Division, Clement Ng, introducing eSHARP, SHARP Malaysia's new e-commerce platform

To support the recovery of businesses within its dealer network, SHARP also took to opportunity to introduce its new e-commerce platform, eSHARP

(<https://www.esharp.com.my/>), at the virtual convention. The new eSHARP platform aims to drive revenue back to dealers.

“Amid safety and health concerns, we understand our customers want better access to their favourite SHARP products. Our eSHARP platform represents a ‘second floor’ retail business concept for our customers to shop at and extend our authorised dealers’ physical store presence and compliment their business. Customers are assured of a secure online shopping experience and peace of mind knowing the quality of genuine SHARP products from authorised dealers. This new business strategy will help our dealers gain online revenue and enhance customer engagement,” explained Wu.

In view of the current social economic environment, SHARP understands the consumer's need for affordability alongside quality solutions. As such, SHARP announced its plans to debut its new product line-up (at various price-points) including its signature BIG AQUOS TV range and home appliances this year. SHARP also previewed its partnership with BACFREE® to introduce water products that will complement SHARP's 'Air of Confidence' Solutions comprising of Air Purifiers, Air Conditioners and Air Cooler products fitted with Plasmacluster technology.

For more info, head over to <https://my.sharp/>



**CLIENT** : SHARP ELECTRONICS (MALAYSIA)  
SDN BHD  
**MEDIUM** : IBS FOCUS ONLINE  
**DATE** : JULY 14, 2020  
**PAGE NO** : LATEST ARTICLE

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<https://ibsfocus.my/solusi-teknologi-remote-life-dari-sharp-penuhi-keperluan-norma-baharu/>

## SHARP “REMOTE LIFE” SOLUTIONS CATER TO THE NEEDS OF THE NEW NORMAL

### Solusi Teknologi “Remote Life” Dari Sharp Penuhi Keperluan Norma Baharu

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July 14, 2020



Sharp Electronics (Malaysia) Sdn Bhd (SHARP) melihat peluang besar untuk teknologi dan penyelesaiannya membantu proses pemulihan negara. Berkembang seiring dengan keperluan masa kini, SHARP bertekad untuk membantu para pengguna, dalam perniagaan, bilik darjah, dan isi rumah, dalam menyesuaikan diri dengan ‘normal baharu’ menerusi ekosistem penyelesaian, yang diperkenalkan buat pertama kali di Konvensyen Penedar Maya SHARP baru-baru ini.



“SHARP terus menjadi pembekal penyelesaian inovatif terulung dengan legasi di Malaysia yang menjangkau tempoh 35 tahun. Kami sentiasa menghasilkan inovasi penyelesaian untuk membantu pengguna menghadapi cabaran masa kini. Beberapa bulan kebelakangan ini, seluruh dunia didorong mempertingkatkan penggunaan penyelesaian digital lebih pantas berbanding sebelumnya. Mengambil kira kepentingan komunikasi dan keselamatan pengguna dalam ‘normal baru’, pengenalan konsep ‘Remote Life’ SHARP tahun ini tepat pada masanya bagi mewujudkan pejabat dan bilik darjah lebih pintar dan saling berhubung,” jelas Pegawai Urusan Eksekutif, Timbalan Ketua Pegawai Eksekutif, Perniagaan ASEAN dan Pengerusi Sharp Electronics (M) Sdn Bhd, Robert Wu.



Syarikat gergasi elektronik pengguna ini berkongsi rancangannya untuk memperkukuhkan kedudukan jenama dan mengembangkan pasaran menerusi strategi perniagaannya yang dinamik. SHARP kekal antara jenama teratas dalam kalangan pilihan pengguna menurut kajiselidik pasaran global. Analisis tinjauan pasaran, untuk tempoh Jun 2019 hingga Mei 2020, mendapati bahawa SHARP mendominasi kedudukan nombor satu dalam segmen produk peti sejuk dan mesin basuh berbanding pesaingnya, dengan menguasai sebahagian besar pasaran, sekitar 20% di Malaysia. SHARP juga tersenarai di antara tiga jenama teratas dalam segmen produk televisyen dan penyaman udara.

Menyuntik keterujaan dalam pasaran, SHARP melancarkan konsep 'Remote Life' baharunya sebagai tarikan utama konvensyen maya, dengan memberi tumpuan kepada kelancaran komunikasi dan keselamatan pengguna. Konsep ini merangkumi tiga penyelesaian untuk tiga bidang utama iaitu, 'Remote Meeting' atau mesyuarat secara maya untuk perniagaan, 'Remote Education System' SHARP atau sistem pendidikan secara maya untuk bilik darjah dan 'Remote Lifestyle' atau gaya hidup secara maya agar pengguna atau isi rumah mampu terus berurusan dengan berkesan dan selamat dalam 'normal baharu' ini.



Dalam usaha menyokong pemulihan perniagaan dalam rangkaian pengedar, SHARP juga mengambil kesempatan untuk memperkenalkan platform e-dagang baharu, eSHARP, di konvensyen mayanya.

Membezakan dirinya agar menerajui pasaran, SHARP mengembangkan eSHARP khususnya bagi mendorong hasil kembali kepada pengedar.

“Dalam persoalan keselamatan dan kesihatan, kami memahami para pelanggan kami inginkan saluran yang lebih baik untuk mendapatkan produk SHARP kegemaran mereka. Platform eSHARP kami mewakili konsep perniagaan runcit ‘aras kedua’ yang membolehkan para pelanggan membuat pembelian secara mudah. Pada masa yang sama, ia mengukuhkan kedudukan rangkaian pengedar sah kami serta menyokong perniagaan mereka. Proses pembelian pelanggan dijamin selamat tanpa ragu-ragu mengenai ketulenan produk SHARP dari pengedar sah kami. Strategi perniagaan baru ini akan membantu pengedar kami memperolehi pendapatan dalam talian dan meningkatkan interaksi bersama pelanggan,” terang Wu.

Memandangkan suasana ekonomi sosial semasa, SHARP memahami para pengguna mementingkan harga yang bersesuaian dengan kemampuan di samping memperolehi penyelesaian berkualiti. Di konvensyen mayanya, gergasi penyelesaian elektronik ini telah mengumumkan rancangan untuk melancarkan rangkaian \*produk baharu termasuk rangkaian TV BIG AQUOS dan peralatan rumah pada tahun ini. Bertekad untuk memperluaskan pasarannya, SHARP juga mengumumkan kerjasama dengan BACFREE bagi memperkenalkan produk air. Kerjasama ini akan melengkapkan Penyelesaian 'Air of Confidence' SHARP yang terdiri daripada rangkaian Pembersih Udara, Penyaman Udara dan Penyejuk Udara yang dilengkapi teknologi Plasmacluster.

SHARP berhasrat untuk mengekalkan kedudukannya sebagai jenama Jepun no.1 di Malaysia. Strategi pertumbuhan masa hadapannya disokong oleh kedudukan utuhnya di pasaran dan rancangan SHARP untuk memanfaatkan jalinan usahasama atau perkongsian jenama dengan perniagaan atau produk baru. Langkah ini akan mempelbagaikan dan memperluaskan kewujudan dan portfolio jenama SHARP dalam memenuhi keperluan pelanggan dengan lebih baik.

### **Mengenai Sharp Electronics (Malaysia) Sdn. Bhd.**

Ditubuhkan pada tahun 1985 dan sebelumnya dikenali sebagai Sharp Malaysia Sales & Service Company (M) Sdn Bhd, Sharp Electronics (Malaysia) Sdn. Bhd. merupakan bahagian pemasaran Kumpulan Sharp di Malaysia dan bertanggungjawab untuk penjualan, pemasaran dan promosi semua barangan Sharp di negara ini.

CLIENT : SHARP ELECTRONICS (MALAYSIA)  
SDN BHD  
MEDIUM : SIN CHEW DAILY  
CIRCULATION : 294,476  
DATE : JULY 15, 2020  
PAGE NO : 21 - COMMERCIAL NEWS

## SHARP LAUNCHES REMOTE SOLUTIONS TO EMBRACE THE NEW NORMAL



丁洋中（左起）、卓上明及黄福松为eSHARP新远端生活解决方案主持推展礼。

大马夏普电子日前推展的虚拟经销商大会，创意推介了全新的生态系统方案，协助品牌拥护者在企业、学校及家庭层面快速融入新常态。

夏普常务执行员暨东盟与大洋洲副首席执行官兼大马夏普主席吴柏勋通过视频指出，尽管夏普在大马深耕35年，至今仍然是创新方案的领先品牌，逐渐融入新常态的格局中，在确保消费者

## 夏普遠端解決方案 迎合新常態作業

安全前提下所推出的新远端生活概念，以更精明互动的教室及办公室环境，让各界维持联系。

夏普在虚拟展销会上发布的新远端生活概念覆盖了3个关键领域--商业远端会议、远端教育系统及远端生活方式；同时推展的eSHARP电子商务平台--2楼零售商业模式，除了让消费者独享优惠及推高经销商盈利之外，通过线上购物的利便，消费者更享有国内500家以上经销商所提供的完整售后服务。

夏普新远端生活解决方案的产品包括专业液晶显示器、视频会议工具、大型AQUOS电视、J-Tech模式空调/冰箱/微波炉、前置式洗衣机及等离子聚类技术空气净化器等。

与会者包括大马夏普电子董事经理丁洋中、副董事经理卓上明及商务解决方案部副总经理黄福松。

（JM）

📧 [esharp.com.my](http://esharp.com.my)

**CLIENT** : **SHARP ELECTRONICS (MALAYSIA) SDN BHD**  
**MEDIUM** : **NEW SARAWAK TRIBUNE**  
**CIRCULATION** : **46,471**  
**DATE** : **JULY 15, 2020**  
**PAGE NO** : **16 - HOME**

## Sharp pledges to continue innovating

**KUCHING:** Sharp Electronics (Malaysia) Sdn Bhd (Sharp) is looking to consistently produce innovative solutions to aid the nation's recovery post Covid-19.

In doing this, the company introduced an ecosystem of solutions — the Remote Life concept and the e-commerce platform eSharp, both debuted at the Sharp Virtual Dealer Convention recently.

Sharp executive managing officer and deputy chief executive officer Robert Wu said the company will continue to innovate solutions to help consumers address the

challenges of the present day.

"Over the past few months, the whole world has been driven to adopt digital solutions faster than we've ever seen before.

"Given the current emphasis on seamless communication and safety of consumers as we embrace the 'new normal,' the introduction of Sharp's Remote Life concept this year is timely for connected environments in classrooms and offices," he said in a statement issued yesterday.

The Remote Life concept comprises three solutions for three key areas namely, Remote Meeting



SHARP managing director Ting Yang Chung (left) and deputy managing director (Sales Division) Tok Sang Man introducing eSHARP, the new e-commerce platform at the virtual convention.

for businesses, Remote Education Systems for classrooms and Remote Lifestyle for the general user or to operate effectively and safely in the new normal.

On the eSharp online platform, Wu said the move was done for customers who want better access to

their favourite Sharp products

"Our eSharp platform represents a 'second floor' retail business concept for our customers to shop at and extend our authorised dealers' physical store presence and compliment their business.

"Customers are assured of a

secure online shopping experience and peace of mind knowing the quality of genuine Sharp products from authorised dealers.

"This new business strategy will help our dealers gain online revenue and enhance customer engagement," explained Wu.

**CLIENT** : SHARP ELECTRONICS (MALAYSIA) SDN BHD  
**MEDIUM** : SUARA SARAWAK  
**CIRCULATION** : 27,850  
**DATE** : JULY 15, 2020  
**PAGE NO** : E3 - EKONOMI

## SHARP SPURS ECONOMIC MOMENTUM

# SHARP lonjak momentum ekonomi

**SHAH ALAM:** Sharp Electronics (Malaysia) Sdn Bhd (SHARP) melihat peluang besar untuk teknologi dan penyelesaiannya membantu proses pemulihan negara.

Berkembang seiring dengan keperluan masa kini, SHARP bertekad membantu para pengguna, dalam perniagaan, bilik darjah, dan isi rumah, dengan menyesuaikan diri dengan normal baharu menerusi ekosistem penyelesaian, yang diperkenalkan buat pertama kali di Konvensyen Pengedar Maya SHARP baru-baru ini.

"SHARP terus menjadi pembekal penyelesaian inovatif terulung dengan legasi di Malaysia yang menjangkau tempoh 35 tahun. Kami sentiasa menghasilkan inovasi penyelesaian untuk membantu pengguna menghadapi cabaran masa kini.

"Beberapa bulan kebelakangan ini, seluruh dunia didorong mempertingkatkan penggunaan penyelesaian digital lebih pantas berbanding sebelumnya. Mengambil kira kepentingan komunikasi dan keselamatan pengguna dalam normal baru, pengenalan konsep *Remote Life* SHARP tahun ini tepat pada masanya bagi mewujudkan pejabat dan bilik darjah lebih pintar dan saling berhubung," jelas Pegawai Urusan Eksekutif, Timbalan Ketua Pegawai Eksekutif, Perniagaan ASEAN dan Pengerusi Sharp Electronics (M) Sdn Bhd Robert Wu.

Syarikat gergasi elektronik pengguna ini berkongsi rancangannya untuk memperkukuhkan kedudukan jenama dan mengembangkan pasaran menerusi strategi perniagaannya yang dinamik.

SHARP kekal antara jenama teratas dalam kalangan pilihan

pengguna menurut kaji selidik pasaran global.

Analisis tinjauan pasaran, untuk tempoh Jun 2019 hingga Mei 2020, mendapati SHARP mendominasi kedudukan nombor satu dalam segmen produk peti sejuk dan mesin basuh ber-

komunikasi dan keselamatan pengguna.

Konsep ini merangkumi tiga penyelesaian untuk tiga bidang utama iaitu, *Remote Meeting* atau mesyuarat secara maya untuk perniagaan, *Remote Education System* SHARP atau sistem

menerajui pasaran, SHARP mengembangkan eSHARP khususnya bagi mendorong hasil kembali kepada pengedar.

"Dalam persoalan keselamatan dan kesihatan, kami memahami para pelanggan inginkan saluran yang lebih baik untuk

sah kami.

"Strategi perniagaan baharu ini akan membantu pengedar memperoleh pendapatan dalam talian dan meningkatkan interaksi bersama pelanggan," terang Wu.

Melihat suasana ekonomi sosial semasa, SHARP memahami para pengguna mementingkan harga yang bersesuaian dengan kemampuan di samping memperoleh penyelesaian berkualiti.

Di konvensyen mayanya, gergasi penyelesaian elektronik ini telah mengumumkan rancangan untuk melancarkan rangkaian produk baharu termasuk rangkaian TV BIG AQUOS dan peralatan rumah pada tahun ini.

Bertekad untuk memperluas pasaran, SHARP juga mengumumkan kerjasama dengan BACFREE® bagi memperkenalkan produk air. Kerjasama ini akan melengkapkan Penyelesaian *Air of Confidence* SHARP yang terdiri daripada rangkaian pembersih udara, penyaman udara dan penyejuk udara yang dilengkapi teknologi Plasmacluster.

SHARP berhasrat untuk mengekalkan kedudukannya sebagai jenama Jepun no.1 di Malaysia.

Strategi pertumbuhan masa hadapannya disokong oleh kedudukan utuhnya di pasaran dan rancangan SHARP untuk memanfaatkan jalinan usahasama atau perkongsian jenama dengan perniagaan atau produk baru.

Langkah ini akan membekalkan dan memperluas kewujudan dan portfolio jenama SHARP dalam memenuhi keperluan pelanggan dengan lebih baik.



**E-DAGANG...** Pengarah Urusan SHARP Electronics (M) Sdn Bhd Ting Yang Chung dan Timbalan Pengarah Urusan (Bahagian Jualan) Tok Sang Man memperkenalkan eSHARP.

banding pesaingnya, dengan menguasai sebahagian besar pasaran, sekitar 20 peratus di Malaysia.

SHARP juga tersenarai di antara tiga jenama teratas dalam segmen produk televisyen dan penyaman udara.

Menyuntik keterujaan dalam pasaran, SHARP melancarkan konsep *Remote Life* baharunya sebagai tarikan utama konvensyen maya, dengan memberi tumpuan kepada kelancaran

pendidikan secara maya untuk bilik darjah dan *Remote Lifestyle* atau gaya hidup secara maya agar pengguna atau isi rumah mampu terus berurusan dengan berkesan dan selamat dalam normal baharu ini.

Dalam usaha menyokong pemulihan perniagaan dalam rangkaian pengedar, SHARP juga memperkenalkan platform e-dagang baharu, eSHARP, di konvensyen mayanya.

Membezakan dirinya agar

mendapatkan produk SHARP kegemaran mereka.

"Platform eSHARP kami mewakili konsep perniagaan runcit aras kedua yang membolehkan para pelanggan membuat pembelian secara mudah.

"Ia juga mengukuhkan kedudukan rangkaian pengedar sah kami serta menyokong perniagaan mereka. Proses pembelian pelanggan dijamin selamat tanpa ragu-ragu mengenai ketulenan produk SHARP dari pengedar



**LANCARKAN...** Pengarah Urusan SHARP Electronics (M) Sdn Bhd Ting Yang Chung (enam dari kiri) bersama-sama Timbalan Pengarah Urusan (Bahagian Jualan) Tok San Man, Pembantu Pengurus Besar (Jualan) dan Ketua Smart Solution Division Clement Ng melancarkan Sharp's Remote Life Solutions.

CLIENT : SHARP ELECTRONICS (MALAYSIA) SDN BHD  
MEDIUM : THE TECH VANTAGE ONLINE  
DATE : JULY 15, 2020  
PAGE NO : NEWS, LIFESTYLE

<https://thetechvantage.net/sharp-malaysia-amps-up-remote-lifestyle-with-new-products-and-solutions/>

**LifestyleNews**

## Sharp Malaysia amps up remote lifestyle with new products and solutions

by [Sharmila](#) July 15, 2020



*Launching Sharp's Remote Life Solutions: (sixth from left) Sharp Electronics (M) Sdn Bhd Managing Director, Ting Yang Chung, (fifth from left) Deputy Managing Director (Sales Division), Tok Sang Man, and (third from left) Assistant General Manager (Sales) and Head of Smart Solution Division, Clement Ng, trying out Remote Fitness, one of Sharp's Remote Life Solutions. Photo credit: Sharp*

Sharp Electronics (Malaysia) Sdn Bhd (Sharp) yesterday unveiled new consumer electronics solutions which it hopes will aid Malaysia's economic recovery.

"SHARP continues to be a leading provider of innovative solutions with a legacy in Malaysia spanning 35 years. We constantly innovate solutions to help consumers address the challenges of today. Over the past few months, the whole world has been driven to adopt digital solutions faster than we've ever seen before.

"Given the current emphasis on seamless communication and safety of consumers as we embrace the 'new normal', the introduction of SHARP's Remote Life concept this year is intentional and timely for smarter and connected environments in classrooms and offices," said Sharp executive managing officer, deputy chief executive officer, ASEAN Business and chairman Robert Wu.



The consumer electronics giant shared its plans to strengthen its brand position and grow market share through its business strategy. A market survey conducted by the company from June 2019 to May 2020, found that Sharp dominated the number one position in the refrigerator and washing machine product segment in comparison to its competitors, holding a majority market share of approximately 20% in Malaysia. Sharp is also listed among the top three preferred brands in the television and air conditioning product segment.

Sharp also unveiled its new Remote Life concept yesterday, focusing on seamless communication and the safety of users. The concept comprises three solutions for three key areas namely, Remote Meeting for businesses, Sharp Remote Education Systems for classrooms and Remote Lifestyle for the general user or household to operate effectively and safely in the new normal.

To support the recovery of businesses within its dealer network, SHARP also introduced its e-commerce platform eSharp yesterday.

“Amid safety and health concerns, we understand our customers want better access to their favourite SHARP products. Our eSharp platform represents a ‘second floor’ retail business concept for our customers to shop at and extend our authorised dealers’ physical store presence and compliment their business.

“Customers are assured of a secure online shopping experience and peace of mind knowing the quality of genuine Sharp products from authorised dealers. This new business strategy will help our dealers gain online revenue and enhance customer engagement,” explained Wu.

Source: Sharp Malaysia

CLIENT : SHARP ELECTRONICS (MALAYSIA)  
SDN BHD  
MEDIUM : SINAR HARIAN  
CIRCULATION : 160,000  
DATE : JULY 16, 2020  
PAGE NO : 31 - BISNES

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## SHARP STRENGTHENS ITS MARKET POSITION

### Sharp kukuhkan kedudukan dalam pasaran

**SHARP** Electronics (Malaysia) Sdn Bhd (Sharp) melancarkan konsep *Remote Life Sharp* bagi mewujudkan pejabat dan bilik darjah pintar yang saling berhubung untuk mengukuhkan kedudukannya dalam pasaran Malaysia.

Pengerusi Sharp Electronics (M) Sdn Bhd, Robert Wu berkata, konsep baharu merupakan tarikan utama konvensyen maya yang memberi tumpuan kepada kelancaran komunikasi dan keselamatan pengguna.

"Konsep ini merangkumi tiga penyelesaian kepada tiga bidang utama iaitu *Remote Meeting* (mesyuarat secara maya untuk perniagaan), *Remote Education System* (sistem pendidikan maya untuk bilik darjah) dan *Remote Lifestyle* (gaya hidup secara maya)," katanya dalam satu kenyataan baru-baru ini.

Wu berkata, dalam usaha menyokong pemulihan perniagaan dalam rangkaian pengedar, Sharp juga memperke-



Robert (empat dari kanan) pada majlis pelancaran konsep *Remote Life Sharp* di Kuala Lumpur baru-baru ini.

nalkan platform e-dagang baharu eSHARP bagi menyokong pertumbuhan jualan pengedar.

Katanya, platform berkenaan mampu membantu pengedar mereka memperoleh pendapatan dalam talian dan meningkatkan interaksi bersama pelanggan.

"Platform eSHARP kami mewakili konsep perniagaan runcit aras kedua yang membolehkan pelanggan membuat pembelian secara mudah.

"Pada masa sama, ia juga mengukuhkan kedudukan rangkaian pengedar sah kami serta menyokong perniagaan mereka," katanya.

Turut dilancarkan rangkaian produk baharu termasuk TV Big Aquoas dan peralatan rumah.

Dalam pada itu, syarikat berkenaan turut bekerjasama dengan Bacfree bagi memperkenalkan rangkaian pembersih, penyaman dan penyejuk udara dilengkapi teknologi Plasmacluster.

**CLIENT** : SHARP ELECTRONICS (MALAYSIA)  
SDN BHD  
**MEDIUM** : SINAR HARIAN ONLINE  
**DATE** : JULY 16, 2020  
**PAGE NO** : BISNES

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<https://www.sinarharian.com.my/article/92357/BISNES/Sharp-kukuhkan-kedudukan-dalam-pasaran>

## SHARP STRENGTHENS ITS MARKET POSITION

>> BISNES

### Sharp kukuhkan kedudukan dalam pasaran

NORSHAHZURA MAT ZUKI | | 16 Julai 2020

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Pengarah Urusan Sharp Electronics (M) Sdn Bhd, Ting Yang Chung (lima dari kiri), Timbalan Pengarah Urusan (Bahagian Jualan), Tok Sang Man (empat dari kiri) serta Penolong Pengurus Besar Jualan dan Ketua Bahagian Penyelesaian Pintar Sharp Electronics (M) Sdn Bhd, Clement Ng (dua dari kiri) menggunakan Remote Fitness ketika pelancaran konsep Remote Life Sharp di Kuala Lumpur baru-baru ini.

SHARP Electronics (Malaysia) Sdn Bhd (Sharp) melancarkan konsep Remote Life Sharp bagi mewujudkan pejabat dan bilik darjah pintar yang saling berhubung untuk mengukuhkan kedudukannya dalam pasaran Malaysia.

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Sharp Electronics Malaysia chairman and Sharp Asean business deputy chief executive officer Robert Wu spoke on the company's focus on innovative solutions to help consumers and customers "address the challenges of today" during Sharp's first-ever virtual conference in its over 100-year-old history.

Joining Wu via live video stream during the virtual conference at the company's Shah Alam headquarters were head of president's office and overseas business Yoshihiro Hashimoto from Japan, Sharp Electronics Malaysia managing director Ting Yang Chung, deputy managing director Tok Sang Man and assistant general manager of sales and head of smart solutions division Clement Ng.

Hashimoto reiterated the importance of protecting one's health and adapting to new ways of living.

"Living, working and shopping have all changed," he said.

"And change creates new demand. We at Sharp respond to new needs."

Also introduced at the event was the company's e-commerce platform, [esharp.com.my](http://esharp.com.my).

"Our eSharp platform represents a 'second floor' retail business concept for customers to shop as well as to extend our authorised dealers' physical store presence and complement their business, to help support the recovery of businesses within the dealer network," said Wu.

Besides that, the company also announced its new line-up of signature products, such as the Big Aquos TV which now comes in 60, 70 and 80-inch iterations, as well as its collaboration with Bacfree to introduce water products, complementing its range of air purifiers, air-conditioners and air cooler products that utilise Plasmacluster technology.

**CLIENT** : **SHARP ELECTRONICS (MALAYSIA)  
SDN BHD**  
**MEDIUM** : **BORNEO BULLETIN ONLINE**  
**DATE** : **JULY 17, 2020**  
**PAGE NO** : **NATIONAL**

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<https://borneobulletin.com.bn/2020/07/new-technological-solutions-to-embrace-new-normal/>

**National**

# New technological solutions to embrace new normal

July 17, 2020

Sharp Electronics (Malaysia) Sdn Bhd (Sharp) sees a great opportunity for its technology and solutions to aid the nation's recovery. Evolving with present day needs, Sharp is determined to help users, in businesses, classrooms, and households, to embrace the new normal through an ecosystem of solutions, debuted at the Sharp Virtual Dealer Convention recently.

"Sharp continues to be a leading provider of innovative solutions with a legacy in Malaysia spanning 35 years. We constantly innovate solutions to help consumers address the challenges of today. Over the past few months, the whole world has been driven to adopt digital solutions faster than we've ever seen before. Given the current emphasis on seamless communication and safety of consumers as we embrace the 'new normal', the introduction of SHARP's Remote Life concept this year is intentional and timely for smarter and connected environments in classrooms and offices," said Executive Managing Officer, Deputy Chief Executive Officer, ASEAN Business and Chairman, Sharp Electronics (M) Sdn Bhd Robert Wu.

Sharp remained among the top brands preferred by consumers according to global market research group. The insights of the market survey, for the period of June 2019 to May 2020, found that Sharp dominated the number one position in the refrigerator and washing machine product segment in comparison to its competitors, holding a majority market share of approximately 20 per cent in Malaysia. Sharp is also listed among the top three preferred brands in the television and air conditioning product segment.

Injecting excitement into the market, Sharp unveiled its new Remote Life concept as a highlight of the virtual convention, focussing on seamless communication and safety of users.

The concept comprises three solutions for three key areas namely, Remote Meeting for businesses, Sharp Remote Education Systems for classrooms and Remote Lifestyle for the general user or household to operate effectively and safely in the new normal.

In view of the current social economic environment, Sharp understands the consumer's need for affordability alongside quality solutions. Sharp announced at the virtual

convention its plans to debut a new product line-up including its signature BIG AQUOS TV range and home appliances this year.

Determined to grow its market share, Sharp also highlighted its partnership with BACFREE® to introduce water products. The partnership will complement Sharp's 'Air of Confidence' Solutions comprising of air purifiers, air conditioners and air cooler products fitted with Plasmacluster technology.



Sharp Senior Management during the unveiling of the new Remote Life concept.  
PHOTO: SHARP

CLIENT : SHARP ELECTRONICS (MALAYSIA)  
SDN BHD  
MEDIUM : THE STAR ONLINE  
DATE : JULY 17, 2020  
PAGE NO : METRO

<https://www.thestar.com.my/metro/metro-news/2020/07/17/sharper-focus-on-new-remote-living-solutions>

# Sharper focus on new remote living solutions

**METRO NEWS**

Friday, 17 Jul 2020

By **AMANDA SURIYA ARIFFIN**



(Seated, from left) Ting, Tok and Ng while on screen are Wu (left) and Hashimoto during the Sharp Think Possibilities media conference.

SHARP Electronics Malaysia is introducing “Remote Life Solutions” to help classrooms, households and offices embrace the new normal.

Under Remote Life Solutions, consumers can look forward to remote productivity tools such as the interactive Sharp Smartboard for education -- a Sharp Professional LCD with high clarity and sharpness for video conferencing remote business meetings -- and the Sharp Interactive Whiteboard for lifestyle activities such as remote workouts and cooking lessons.



**CLIENT** : **SHARP ELECTRONICS (MALAYSIA) SDN BHD**  
**MEDIUM** : **THE STAR**  
**CIRCULATION** : **151,623**  
**DATE** : **JULY 17, 2020**  
**PAGE NO** : **7 – EVENTS**



(Seated, from left) Ting, Tok and Ng while on screen are Wu (left) and Hashimoto during the Sharp Think Possibilities media conference.

## Sharper focus on new remote living solutions

By **AMANDA SURIYA ARIFFIN**  
metro@thestar.com.my

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Joining Wu via live video stream during the virtual conference at the company’s Shah Alam headquarters were head of president’s office and overseas business Yoshihiro Hashimoto from Japan, Sharp Electronics Malaysia managing director Ting Yang Chung, deputy managing director Tok Sang Man and assistant general manager of sales and head of smart solutions division Clement Ng.

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Also introduced at the event was the company’s e-commerce platform, [esharp.com.my](http://esharp.com.my).

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Besides that, the company also announced its new line-up of signature products, such as the Big Aquos TV which now comes in 60, 70 and 80-inch iterations, as well as its collaboration with Bacfree to introduce water products, complementing its range of air purifiers, air-conditioners and air cooler products that utilise Plasmacluster technology.

CLIENT : SHARP ELECTRONICS (MALAYSIA)  
SDN BHD  
MEDIUM : CHINA PRESS  
CIRCULATION : 233,713  
DATE : JULY 17, 2020  
PAGE NO : 13 – BUSINESS

## SHARP MALAYSIA LAUNCHES ESHARP, AN ONLINE RETAIL BUSINESS MODEL

# 大馬夏普eSHARP 2樓零售商業模式

大馬夏普电子 (SHARP Electronic) 日前在虚拟经销商大会上, 发表全新远端生活概念, 即商业远端会议、夏普远端教育系统, 以及适用于一般使用者或家庭的远端生活方式, 让人们有效及安全地在新常态下生活。

大馬夏普主席吴柏勋指出, SHARP屹立于大馬已有35年, 公司仍不断寻求创新, 协助消费者面对当今的挑战。

夏普也借此机会在虚拟大会上推出新开发的电子商务平台——eSHARP, 以协助传统线下经销商转型至线上。该平台不仅让消费者独享优惠及经销商增



■大馬夏普电子董事经理丁洋中 (左) 与副董事经理 (电子产品部) 桌上明一同推介全新电子商务平台——eSHARP。

加盈利, 所有在eSHARP购买的产品, 也获得全馬超过500个经销商的完整售后服务。

他说, eSHARP平台象征“2楼零售商业模式”, 客户可透过网络开拓他们在授权经销商实体店的购

物体验并完成交易。这项新的商业策略将助经销商通过网络获得收入并提高客户的参与度。

夏普了解消费者对价格与高品质需求, 因此, 计划今年推出全新产品系列, 包括大型AQUOS电视系列及家用电器。

同时, 夏普也与经营过滤水设备的BACFREER品牌合作, 除了原先带有PCI独家正负离子空气净化技术的空气清净机外, 此次合作将完善夏普“好空气与喝好水”的全套解决方案。

网站: [www.esharp.com.my](http://www.esharp.com.my)

(JC)

**CLIENT** : **SHARP ELECTRONICS (MALAYSIA) SDN BHD**  
**MEDIUM** : **BUSINESS TODAY MALAYSIA ONLINE**  
**DATE** : **JULY 17, 2020**

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<https://www.businesstoday.com.my/2020/07/17/sharp-unveils-new-remote-life-concept-and-e-commerce-platform-esharp/>



## Sharp unveils new Remote Life concept and e-commerce platform, eSHARP

July 17, 2020



"The introduction of Sharp's Remote Life concept this year is intentional and timely for smarter and connected environments in classrooms and offices," explained Executive Managing Officer, Deputy Chief Executive Officer, ASEAN Business and Chairman, Sharp Electronics (M) Sdn Bhd, Robert Wu.

Sharp has unveiled its new Remote Life concept as a highlight of the virtual convention, focusing on seamless communication and safety of users. The concept comprises three solutions for three key areas namely, Remote Meeting for businesses, Sharp Remote Education Systems for classrooms and Remote Lifestyle for the general user or household to operate effectively and safely in the new normal.



“Given the current emphasis on seamless communication and safety of consumers as we embrace the ‘new normal’, the introduction of Sharp’s *Remote Life* concept this year is intentional and timely for smarter and connected environments in classrooms and offices,” explained Executive Managing Officer, Deputy Chief Executive Officer, ASEAN Business and Chairman, Sharp Electronics (M) Sdn Bhd, Robert Wu.

The consumer brand remained among the top brands preferred by consumers according to global market research group. The insights of the market survey, for the period of June 2019 to May 2020, found that Sharp dominated the number one position in the refrigerator and washing machine product segment in comparison to its competitors, holding a majority market share of approximately 20 percent in Malaysia. To support the recovery of businesses within its dealer network, Sharp also took to opportunity to introduce its new e-commerce platform, eSHARP, at the virtual convention. Setting itself apart, Sharp developed eSHARP to drive revenue back to dealers.

“Amid safety and health concerns, we understand our customers want better access to their favourite Sharp products. Our eSHARP platform represents a ‘second floor’ retail business concept for our customers to shop at and extend our authorised dealers’ physical store presence and compliment their business. This new business strategy will help our dealers gain online revenue and enhance customer engagement,” explained Wu.

The consumer electronics solutions giant announced at the virtual convention its plans to debut a new product line-up including its signature BIG AQUOS TV range and home appliances this year. Determined to grow its market share, Sharp also highlighted its partnership with BACFREE® to introduce water products.

The partnership will complement Sharp’s ‘Air of Confidence’ Solutions comprising of Air Purifiers, Air Conditioners and Air Cooler products fitted with Plasmacluster technology.

Sharp aims to retain its position as the no.1 Japanese brand in Malaysia. Its growth strategy for the future is supported by a strong market presence and Sharp plans to leverage further on business partnerships or co-branding of new businesses or products. These will diversify and expand the Sharp brand presence and portfolio to better serve the evolving needs of customers.

**CLIENT** : **SHARP ELECTRONICS (MALAYSIA) SDN BHD**  
**MEDIUM** : **NOSY SABRINA BLOGSPOT**  
**DATE** : **JULY 17, 2020**

<https://nosysabrina.blogspot.com/2020/07/sharp-new-remote-life-solutions.html>

JUL 17

## SHARP NEW REMOTE LIFE SOLUTIONS, ECOSYSTEMS TO SPUR ECONOMIC MOMENTUM **SHARP NEW REMOTE LIFE SOLUTIONS, ECOSYSTEMS TO SPUR ECONOMIC MOMENTUM**

*Consumer Electronic Solutions by SHARP for Smarter and Connected Business and Classroom Environments In The New Normal*

Sharp Electronics (Malaysia) Sdn Bhd (SHARP) sees great opportunity for its technology and solutions to aid the nation's recovery. Evolving with present day needs, SHARP is determined to help users, in businesses, classrooms, and households, to embrace the new normal through an ecosystem of solutions, debuted at the SHARP Virtual Dealer Convention recently.



“SHARP continues to be a leading provider of innovative solutions with a legacy in Malaysia spanning 35 years. We constantly innovate solutions to help consumers address the challenges of today. Over the past few months, the whole world has been driven to adopt digital solutions faster than we’ve ever seen before. Given the current emphasis on seamless communication and safety of consumers as we embrace the ‘new normal’, the introduction of SHARP’s *Remote Life* concept this year is intentional and timely for smarter and connected environments in classrooms and offices,” explained Executive Managing Officer, Deputy Chief Executive Officer, ASEAN Business and Chairman, SHARP Electronics (M) Sdn Bhd, Robert Wu.

The consumer electronics giant shared its plans to strengthen its brand position and grow market share through its dynamic business strategy. SHARP remained among the top brands preferred by consumers according to global market research group. The insights of the market survey, for the period of June 2019 to May 2020, found that SHARP dominated the number one position in the refrigerator and washing

machine product segment in comparison to its competitors, holding a majority market share of approximately 20% in Malaysia. SHARP is also listed among the top three preferred brands in the television and air conditioning product segment.



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In view of the current social economic environment, SHARP understands the consumer's need for affordability alongside quality solutions. The consumer electronics solutions giant announced at the virtual convention its plans to debut a new \*product line-up including its signature BIG AQUOS TV range and home appliances this year. Determined to grow its market share, SHARP also highlighted its partnership with BACFREE® to introduce water products. The partnership will complement SHARP's 'Air of Confidence' Solutions comprising of Air Purifiers, Air Conditioners and Air Cooler products fitted with Plasmacluster technology.

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**#SharpThinkPossibilities**

**CLIENT : SHARP ELECTRONICS (MALAYSIA) SDN BHD**  
**MEDIUM : BORNEO BULLETIN**  
**CIRCULATION : 20,000**  
**DATE : JULY 17, 2020**  
**PAGE NO : 7 – HOME**

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## New technological solutions to embrace new normal

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Sharp Senior Management during the unveiling of the new Remote Life concept. PHOTO: SHARP

Sharp Electronics (M) Sdn Bhd Robert Wu.

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**CLIENT :** SHARP ELECTRONICS (MALAYSIA) SDN BHD  
**MEDIUM :** UTUSAN BORNEO  
**CIRCULATION :** 29,722  
**DATE :** JULY 18, 2020  
**PAGE NO :** 10 - NASIONAL

## SHARP INTRODUCES NEW 'REMOTE LIFE' ELECTRONIC SOLUTIONS AND ECOSYSTEM

### SHARP perkenal barangan elektronik Solusi Dan Ekosistem 'Remote Life' Baharu Sharp

Oleh Adriana Mroon Ambrose

**SUBANG JAYA:** Pandemik COVID-19 yang melanda dunia dilihat memberi impak yang besar pada dunia sama ada dari segi ekonomi ataupun rutian harian masyarakat sekeliling. Sharp Electronics (Malaysia) Sdn Bhd (SHARP) melihat peluang besar untuk teknologi dan penyelesaiannya membantu proses pemulihan negara melalui pelancaran barangan elektronik Solusi Dan Ekosistem 'Remote Life' Baharu Sharp.

Berkembang seiring dengan keperluan masa kini, SHARP bertekad untuk membantu para pengguna, dalam perniagaan, bilik darjah dan isi rumah, dalam menyesuaikan diri dengan 'normal baharu' menerusi ekosistem penyelesaian, yang diperkenalkan buat pertama kali di Konvensyen Pengedar Maya SHARP baru-baru ini.

Pegawai Urusan Eksekutif, Timbalan Ketua Pegawai Eksekutif, Perniagaan ASEAN dan Pengerusi Sharp, Robert Wu berkata, SHARP terus menjadi pembekal penyelesaian inovatif terulung dengan legasi di Malaysia yang menjangkau tempoh 35 tahun.

"Kami sentiasa menghasilkan inovasi penyelesaian untuk membantu pengguna menghadapi cabaran masa kini. Beberapa bulan kebelakangan ini, seluruh dunia didorong mempertingkatkan penggunaan penyelesaian digital lebih pantas berbanding sebelumnya."

"Mengambil kira kepentingan komunikasi dan keselamatan pengguna dalam 'normal baru', pengenalan konsep 'Remote Life' SHARP tahun ini tepat pada masanya bagi mewujudkan pejabat dan bilik darjah lebih pintar dan



**GAYA HIDUP BAHARU:** Platform eSHARP mempunyai konsep perniagaan runcit 'aras kedua' yang membolehkan para pelanggan membuat pembelian secara mudah.

saling berhubung."

SHARP melancarkan konsep 'Remote Life' baharunya sebagai tarikan utama konvensyen maya, dengan memberi tumpuan kepada kelancaran komunikasi dan keselamatan pengguna. Konsep ini merangkumi tiga penyelesaian untuk tiga bidang utama iaitu, 'Remote Meeting' atau mesyuarat secara maya untuk perniagaan, 'Remote Education System' SHARP atau sistem pendidikan secara maya untuk bilik darjah dan 'Remote Lifestyle' atau gaya hidup secara maya agar pengguna atau isi rumah mampu terus berurusan dengan berkesan dan selamat dalam normal baharu ini.

Dalam usaha menyokong pemulihan perniagaan dalam rangkaian pengedar, SHARP juga mengambil kesempatan untuk memperkenalkan platform e-dagang baharu, eSHARP, di konvensyen

mayanya.

Jelas Wu, SHARP mengembangkan eSHARP bagi membantu pengedar mendapatkan pulangan semula.

"Dalam soal keselamatan dan kesihatan, kami memahami para pelanggan kami inginkan saluran yang lebih baik untuk mendapatkan produk SHARP kegemaran mereka. Platform eSHARP kami mewakili konsep perniagaan runcit 'aras kedua' yang membolehkan para pelanggan membuat pembelian secara mudah."

"Pada masa yang sama, ia mengukuhkan kedudukan rangkaian pengedar sah kami serta menyokong perniagaan mereka. Proses pembelian pelanggan dijamin selamat tanpa ragu-ragu mengenai ketulenan produk SHARP daripada pengedar sah kami."

"Strategi perniagaan baharu ini akan membantu pengedar kami memperolehi pendapatan dalam talian dan meningkatkan interaksi ber-

sama pelanggan," katanya.

Memandangkan suasana ekonomis sosial semasa, SHARP memahami para pengguna mementingkan harga yang bersesuaian dengan kemampuan di samping memperolehi penyelesaian berkualiti.

Sehubungan itu, melalui konvensyen mayanya, penyelesaian elektronik ini telah mengumumkan rancangan untuk melancarkan rangkaian produk baharu termasuk rangkaian TV BIG AQUOS dan peralatan rumah pada tahun ini.

Tekad untuk memperluaskan pasarnya, SHARP juga telah mengumumkan kerjasama dengan BAC-FREE® bagi memperkenalkan produk air. Kerjasama ini akan melengkapkan Penyelesaian 'Air of Confidence' SHARP yang terdiri daripada rangkaian Pembersih Udara, Penyaman Udara dan Penyejuk Udara yang dilengkapi teknologi Plasma cluster.

CLIENT : SHARP ELECTRONICS (MALAYSIA)  
SDN BHD  
MEDIUM : UTUSAN BORNEO ONLINE  
DATE : JULY 18, 2020  
PAGE NO : NASIONAL

<https://www.utusanborneo.com.my/2020/07/18/sharp-perkenal-barangan-elektronik-solusi-dan-ekosistem-remote-life-baharu-sharp>

## SHARP INTRODUCES NEW 'REMOTE LIFE' ELECTRONIC SOLUTIONS AND ECOSYSTEM

# SHARP perkenal barangan elektronik Solusi Dan Ekosistem 'Remote Life' Baharu Sharp

- 2020-07-18T01:00:02+08:00



**GAYA HIDUP BAHARU:** Platform eSHARP mempunyai konsep perniagaan runcit 'aras kedua' yang membolehkan para pelanggan membuat pembelian secara mudah.

**SUBANG JAYA:** Pandemik COVID-19 yang melanda dunia dilihat memberi impak yang besar pada dunia sama ada dari segi ekonomi ataupun rutian harian masyarakat sekeliling. Sharp Electronics (Malaysia) Sdn Bhd (SHARP) melihat peluang besar untuk teknologi dan penyelesaiannya membantu proses pemulihan negara melalui pelancaran barangan elektronik Solusi Dan Ekosistem 'Remote Life' Baharu Sharp.

Berkembang seiring de-ngan keperluan masa kini, SHARP bertekad untuk membantu para pengguna, dalam perniagaan, bilik darjah dan isi rumah, dalam menyesuaikan diri dengan 'normal

baharu' menerusi ekosistem penyelesaian, yang diperkenalkan buat pertama kali di Konvensyen Penganjur Maya SHARP baru-baru ini.

Pegawai Urusan Eksekutif, Timbalan Ketua Pegawai Eksekutif, Perniagaan ASEAN dan Pengerusi Sharp, Robert Wu berkata, SHARP terus menjadi pembekal penyelesaian inovatif terulung dengan legasi di Malaysia yang menjangkau tempoh 35 tahun.

“Kami sentiasa menghasilkan inovasi penyelesaian untuk membantu pengguna menghadapi cabaran masa kini. Beberapa bulan kebelakangan ini, seluruh dunia didorong mempertingkatkan penggunaan penyelesaian digital lebih pantas berbanding sebelumnya.”

“Mengambil kira kepentingan komunikasi dan keselamatan pengguna dalam ‘normal baru’, pengenalan konsep ‘Remote Life’ SHARP tahun ini tepat pada masanya bagi mewujudkan pejabat dan bilik darjah lebih pintar dan saling berhubung,”

SHARP melancarkan konsep ‘Remote Life’ baharunya sebagai tarikan utama konvensyen maya, dengan memberi tumpuan kepada kelancaran komunikasi dan keselamatan pengguna. Konsep ini merangkumi tiga penyelesaian untuk tiga bidang utama iaitu, ‘Remote Meeting’ atau mesyuarat secara maya untuk perniagaan, ‘Remote Education System’ SHARP atau sistem pendidikan secara maya untuk bilik darjah dan ‘Remote Lifestyle’ atau gaya hidup secara maya agar pengguna atau isi rumah mampu terus berurusan dengan berkesan dan selamat dalam normal baharu ini.

Dalam usaha menyokong pemulihan perniagaan dalam rangkaian penganjur, SHARP juga mengambil kesempatan untuk memperkenalkan platform e-dagang baharu, eSHARP, di konvensyen mayanya.

Jelas Wu, SHARP mengembangkan eSHARP bagi membantu penganjur mendapatkan pulangan semula.

“Dalam soal keselamatan dan kesihatan, kami memahami para pelanggan kami inginkan saluran yang lebih baik untuk mendapatkan produk SHARP kegemaran mereka. Platform eSHARP kami mewakili konsep perniagaan runcit ‘aras kedua’ yang membolehkan para pelanggan membuat pembelian secara mudah.”

“Pada masa yang sama, ia mengukuhkan kedudukan rangkaian penganjur sah kami serta menyokong perniagaan mereka. Proses pembelian pelanggan dijamin selamat tanpa ragu-ragu mengenai ketulenan produk SHARP daripada penganjur sah kami.”

“Strategi perniagaan baharu ini akan membantu penganjur kami memperolehi pendapatan dalam talian dan meningkatkan interaksi bersama pelanggan,” katanya.

Memandangkan suasana ekonomi sosial semasa, SHARP memahami para pengguna mementingkan harga yang bersesuaian dengan kemampuan di samping memperolehi penyelesaian berkualiti.

Sehubungan itu, melalui konvensyen mayanya, penyelesaian elektronik ini telah mengumumkan rancangan untuk melancarkan rangkaian produk baharu termasuk rangkaian TV BIG AQUOS dan peralatan rumah pada tahun ini.

Tekad untuk memperluaskan pasarannya, SHARP juga telah mengumumkan kerjasama dengan BACFREE® bagi memperkenalkan produk air. Kerjasama ini akan melengkapkan Penyelesaian ‘Air of Confidence’ SHARP yang terdiri daripada rangkaian Pembersih Udara, Penyaman Udara dan Penyejuk Udara yang dilengkapi teknologi Plasmacluster.

**CLIENT** : **SHARP ELECTRONICS (MALAYSIA)  
SDN BHD**  
**MEDIUM** : **MEDIA PERMATA ONLINE**  
**DATE** : **JULY 18, 2020**  
**PAGE NO** : **BISNES & IT**

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<https://mediapermata.com.bn/teknologi-penyelesaian-remote-life-baharu-sharp/>

## **SHARP'S NEW 'REMOTE LIFE' TECHNOLOGY AND SOLUTIONS**

**Bisnes & IT**

# Teknologi, penyelesaian 'Remote Life' baharu SHARP

July 18, 2020

**SELANGOR, 17 JULAI** – Berkembang seiring dengan keperluan masa kini, Sharp Electronics (Malaysia) Sdn Bhd (SHARP) bertekad untuk membantu para pengguna, perniagaan, bilik darjah dan isi rumah, dalam menyesuaikan normal baharu menerusi ekosistem penyelesaian, yang diperkenalkan pertama kali di Konvensyen Pengedar Maya SHARP, baru-baru ini.

Pegawai Urusan Eksekutif, Timbalan Ketua Pegawai Eksekutif, Perniagaan ASEAN dan Pengerusi SHARP Electronics (M) Sdn Bhd, Robert Wu, menjelaskan bahawa dengan mengambil kira kepentingan komunikasi dan keselamatan pengguna dalam normal baharu, pengenalan konsep 'Remote Life' SHARP tahun ini tepat pada masanya bagi mewujudkan pejabat dan bilik darjah lebih pintar dan saling berhubung.

Menurut kenyataan yang diterima di sini, SHARP mendedahkan konsep 'Remote Life' baharunya sebagai tarikan utama konvensyen maya, menumpu pada kelancaran komunikasi dan keselamatan pengguna.

Konsep itu merangkumi tiga penyelesaian bagi tiga bidang utama iaitu Remote Meeting untuk Perniagaan, Remote Education System SHARP untuk bilik darjah dan Remote Lifestyle untuk pengguna atau isi rumah gunakan dengan berkesan dan selamat dalam normal baharu ini.

Semasa konvensyen mayanya, syarikat itu mengumumkan rancangan untuk melancarkan barisan produk baharu termasuk rangkaian TV BIG AQUOS dan peralatan rumah tahun ini.

Bertekad untuk mengembangkan pasarannya, SHARP juga mengumumkan rakan kongsinya dengan BACFREE bagi memperkenalkan produk air.

Kerjasama ini akan melengkapkan penyelesaian 'Air of Confidence' SHARP yang terdiri daripada produk pembersih udara, penyaman udara dan penyejuk udara yang dilengkapi teknologi Plasmacluster.



Pengarah Urusan SHARP Electronics (M) Sdn Bhd, Ting Yang Chung (enam dari kiri); Timbalan Pengarah Urusan (Bahagian Jualan), Tok Sang Man (lima dari kiri) serta Pembantu Pengurus Besar (Jualan) dan Ketua Bahagian Penyelesaian Pintar, Clement Ng (tiga dari kiri) mencuba Remote Fitness, salah satu penyelesaian 'Remote Life' SHARP. – Gambar serahan SHARP

CLIENT : SHARP ELECTRONICS (MALAYSIA)  
SDN BHD  
MEDIUM : THE NUSANTARA DAILY ONLINE  
DATE : JULY 18, 2020  
PAGE NO : BUSINESS, FEATURED

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<https://thenusantaradaily.com/sharp-perkenal-barangan-elektronik-solusi-dan-ekosistem-remote-life-baharu-sharp/>

## SHARP INTRODUCES NEW 'REMOTE LIFE' ELECTRONIC SOLUTIONS AND ECOSYSTEM

Home Business Featured



## SHARP perkenal barangan elektronik Solusi Dan Ekosistem 'Remote Life' Baharu Sharp

[Kaswan Arsat18/07/2020 6:29 am 0](#)

SUBANG JAYA,. Pandemik COVID-19 yang melanda dunia dilihat memberi impak yang besar pada dunia sama ada dari segi ekonomi ataupun rutian harian masya-rakat sekeliling. Sharp Electronics (Malaysia) Sdn Bhd (SHARP) melihat peluang besar untuk teknologi dan penyelesaiannya membantu proses pemulihan negara melalui pelancaran barangan elektronik Solusi Dan Ekosistem 'Remote Life' Baharu Sharp.

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Dalam usaha menyokong pemulihan perniagaan dalam rangkaian pendedar, SHARP juga mengambil kesempatan untuk memperkenalkan platform e-dagang baharu, eSHARP, di konvensyen mayanya.

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CLIENT : SHARP ELECTRONICS (MALAYSIA)  
SDN BHD  
MEDIUM : ORIENTAL DAILY NEWS  
CIRCULATION : 85,616  
DATE : JULY 20, 2020  
PAGE NO : 14 – COMMERCIAL INFO

## SHARP LAUNCHES REMOTE LIFE SOLUTIONS TO EMBRACE NEW NORMAL

A14 ◆ 星期一 ◆ 20 ◆ 7 ◆ 2020

新闻资讯 • 東方日報

# SHARP推远端生活方案迎新常态

莎阿南19日讯 | 马来西亚夏普电子私人有限公司 (SHARP) 日前在虚拟经销商大会上推全新远端生活 (Remote Life) 解决方案, 协助使用者在企业、学校及家庭中快速融入新常态。

该解决方案包括适用于商务用途的远端会议, 如SHARP专业液晶显示器; 用于上课用途的SHARP远端教育系统, 涵盖Sharp智能板及视频会议工具; 一般用户和家庭可透过SHARP互动白板远端进行各类活动。

同时, 该公司也发布一系列全新产品, 包括60寸以上的Big AQUOS大尺寸型号电视机系列; SHARP「Air of Confidence」产品、采用等离子聚类技术的空气净化器、J-Tech模式空调、J-Tech模式冰箱及前置式洗衣机等。

该公司亦在现场推介电子商务平台eSHARP, 其为客户增添购买产品平台, 也协助传统线下经销商转型至线上。

网址: [www.my.sharp](http://www.my.sharp)



马来西亚夏普电子私人有限公司副董事经理卓上明 (左起)、董事经理丁洋中及业务解决方案总经理助理黄福松, 主持eSHARP推介礼剪彩仪式。

CLIENT : SHARP ELECTRONICS (MALAYSIA)  
SDN BHD  
MEDIUM : KWONG WAH YIT POH ONLINE  
DATE : JULY 22, 2020  
PAGE NO : MARKET INFO

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<https://www.kwongwah.com.my/20200722/sharp%E5%8A%A9%E7%94%A8%E6%88%B6%E8%9E%8D%E5%85%A5%E6%96%B0%E5%B8%B8%E6%85%8B-%E6%8E%A8%E7%94%9F%E6%80%81%E7%B3%BB%E7%BB%9F%E6%96%B9%E6%A1%88%E8%88%87esharp%E7%BD%91%E8%B4%AD%E5%B9%B3%E5%8F%B0/>

## SHARP HELPS USERS INTEGRATE INTO THE NEW NORMAL BY IMPLEMENTING eSHARP ONLINE RETAIL PLATFORM

[主页](#) [市场动态](#)

# SHARP 助用戶融入新常態 推生态系统方案與 eSharp 网购平台

2020 年 7 月 22 日 200

随着当前因新冠肺炎为了遵守标准作业程序所产生的新常态生活模式，民众对于新常态后的各项设备需求与日剧增，尤其以远端教学、办公等所产生的需求显得更为重要，夏普电子马来西亚有限公司（SHARP）首次推出全新的生态系统方案，决心协助使用者在企业、学校和家庭融入新常态。

夏普常务执行役员暨东盟和大洋洲副首席执行官、夏普马来西亚会长吴柏勳指出：“夏普屹立于马来西亚长达 35 年，至今仍然是创新方案的领先供应商，主要原因是我们不断寻求创新的解决方案，协助消费者面对当今的挑战。”

根据全球市场调查显示，夏普仍是消费者首选的顶级品牌之一，从 2019 年 6 月至 2020 年 5 月期间的市场调查显示，与竞争对手相比，夏普在冰箱和洗衣机产品领域居首，在马来西亚占据约 20% 的多数市场份额。

不仅如此，夏普电视及空调也被列为三大首选品牌之一，而在复苏管制令期间民众对于家电产品的需求更是强劲，而夏普也在这个时间点发布一系列全新商品，尤其以冰箱、洗衣机、冷气机与微波炉等商品主打变频与省电，而电视机是主攻 60 寸以上的大尺寸型号电视机。

夏普还借此机会在虚拟大会上推出新开发的电子商务平台“eSHARP”，来协助传统线下经销商转型至线上。这个平台不但是能让消费者有独享优惠与经销商增加盈利之外，更希望民众在 eSHARP 线上购买后也能得到全马超过 500 个经销商的完整售后服务。

吴柏勳解释说：“关于安全及健康课题，我们了解客户希望可以更方便地接触他们喜爱的夏普产品，eSHARP 平台象征着‘2 楼零售商业模式’，让我们的客户通过网路，开拓他们在授权经销商实体店的购物体验并完成交易，我们向客户保证，他们可以放心地享受安全的网上购物体验，因为授权经销商只能提供正版的夏普产品。”

夏普马来西亚董事经理丁洋中、副董事经理卓上明以及商务解决方案部门总经理助理黄福松也为新开发的电子商务平台“eSHARP”主持推介仪式，并讲解更多新产品详情。

欲知更多夏普产品详情，请浏览官网：

<https://my.sharp/>

CLIENT : SHARP ELECTRONICS (MALAYSIA) SDN BHD  
MEDIUM : KWONG WAH YIT POH DAILY  
CIRCULATION : 59,667  
DATE : JULY 23, 2020  
PAGE NO : A6 – NATION, BUSINESS

## SHARP HELPS USERS INTEGRATE INTO THE NEW NORMAL BY IMPLEMENTING eSHARP ONLINE RETAIL PLATFORM

**国内 / 商讯** 光華日報 **A6**

### 上线 SHARP助用户融入新常态 推生态系统方案与网购平台

丁洋中(左)、卓上明(中)以及黄福松一同推介夏普新开发的电子商务平台“eSHARP”。

(莎阿南讯) 随着当前因新冠肺炎为了遵守标准作业程序所产生的新常态生活模式，民众对于新常态后的各项设备需求与日剧增，尤其以远端教学、办公等所产生的需求显得更为重要，夏普电子马来西亚有限公司 (SHARP) 首次推出全新的生态系统方案，决心协助使用者在企业、学校和家庭融入新常态。

夏普常务执行役員暨东盟和大洋洲副首席执行官、夏普马来西亚会长吴柏勳指出：“夏普屹立于马来西亚长达 35 年，至今仍然是创新方案的领先供应商，主要原因是我们不断寻求创新的解决方案，协助消费者面对当今的挑战。”

根据全球市场调查显示，夏普仍是消费者首选的顶级品牌之一，从 2019 年 6 月至 2020 年 5 月期间的市场调查显示，与竞争对手相比，夏普在冰箱和洗衣机产品领域居首，在马来西亚占据约 20% 的多数市场份额。

不仅如此，夏普电视及空调也被列为三大首选品牌之一，而在复苏管制令期间民众对于家电产品的需求更是强劲，而夏普也在这个时间点发布一系列全新商品，尤其以冰箱、洗衣机、冷气机与微波炉等商品主打变频与省电，而电视机是主攻 60 寸以上的大尺寸型号电视机。

夏普还借此机会在虚拟大会上推出新开发的电子商务平台“eSHARP”，来协助传统线下经销商转型至线上。这个平台不但是能让消费者有独享优惠与经销商增加盈利之外，更希望民众在 eSHARP 线上购买后也能得到全马超过 500 个经销商的完整售后服务。

吴柏勳解释说：“关于安全及健康课题，我们了解客户希望可以更方便地接触他们喜爱的夏普产品，eSHARP 平台象征着‘2 楼零售商业模式’，让我们的客户通过网路开拓他们在授权经销商实体店的购物体验并完成交易，我们向客户保证，他们可以放心地享受安全的网上购物体验，因为授权经销商只能提供正版的夏普产品。”

夏普马来西亚董事经理丁洋中、副董事经理卓上明以及商务解决方案部门总经理助理黄福松也为新开发的电子商务平台“eSHARP”主持推介仪式，并讲解更多新产品详情。#

欲知更多夏普产品详情，请浏览官网  
<https://my.sharp/>



CLIENT : SHARP ELECTRONICS (MALAYSIA) SDN BHD  
 MEDIUM : ORIENTAL DAILY NEWS  
 CIRCULATION : 85,616  
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## PROGRESSING TOWARDS A NEW WORLD OF REMOTE SOLUTIONS; SHARP SHOWCASES REMOTE LIFE SOLUTIONS

# 生活资讯

副刊 娱乐 2020年7月23日 星期四  
 科技 ICT WORLD

夏普 (Sharp) 日前举办了一场以远端生活概念为主题的发布会, 并首次以虚拟方式呈现, 将分别位于曼谷、日本、马来西亚的4位主讲人聚集在同一个画面上, 相比起以云端会议软件, 这种呈现方式确实更为生动、清楚。

这场疫情改变了各行各业和民众生活, 除了远端办公、线上教学、线上运动, 许多活动也都相继改为线上举行, 甚至包括了线上婚礼。它直接加快了「数码转型」的速度, 让我们更快地走向远端新世界。

## 奔向远端新世界 Sharp远端生活概念发布会



夏普执行总监丁洋中表示, 除了远端解决方案, 今年新品也因疫情影响而做出调整, 包括推出主打变频与省电的冰箱、洗衣机、冷气机和微波炉, 而电视机则是主攻60寸以上。「因为大家待在家的时间长了, 对家电要求也所有提高。」

夏普 (Sharp) 日前举办了一场以远端生活概念为主题的发布会, 并首次采用虚拟呈现方式, 将分别位于曼谷、日本、马来西亚的4位主讲人聚集在同一个画面上。

「进入新常态, 大家必须习惯远端生活。」夏普执行总监丁洋在发布会上如此表示。然而, 想展开远端生活, 得先确保手上的设备有办法应付远端的需求, 否则一切都是空谈。「例如线上教学, 老师只有一台13寸荧幕的笔电。这将会大大限制了老师的授课形式, 因为没办法透过肢体语言、表情作为讲解。」

针对远端生活, 夏普提供一系列产品包括: 互动式电子白板、4K超高清质

量面板、远端视频会议系统、远端演示视频系统等等。对于企业该如何挑选合适的设备, 丁洋中表示:「基本上都必须定制化, 因为每家企业的作业方式都不同。」他坦言, 远端解决方案的概念早在几年前就已经推出, 只是当时大家觉得没有使用的必要, 而且相比起远端沟通, 大家更倾向于面对面。「但随著疫情来袭, 大家别无选择, 必须学会接受。」

### 3场景直观展示

现场设置了3个场景, 包括远端会议、远端教育以及远端健身。他透露, Brickfields亚洲学院目前已采用远端教室方案。即便各大院校陆续复课, 但为了符

合社交距离, 必须把一班「拆」成两班。比方说, 原本有二十多班, 就必须拆分成四五十班。「重点是老师只有一个, 如何分身到两个班呢? 透过远端教室系统, 就能将教师授课内容即时传播至远端。」简单来说, 就是有一间直播教室及一间或者数间远端教室, 教师在直播教室授课, 学生则在另一个远端教室听课, 师生间可以做即时的交谈及回答。而且授课过程可全程被记录, 方便学生往后复习或重听。

此外, CrossFit Pahlawan健身中心也融入了远端方案。健身中心负责人表示:「透过由4台液晶电视组成的120寸的大荧幕, 能让教练更容易看到学员们的动作、姿势, 避免做错而导致受伤。」

### 完整方案需结合AIoT

疫情突袭, 让我们在非常急促的情况下展开了远端生活。对于远端生活, 我们其实还欠什么? 丁洋中分享:「从夏普角度出发的话, 我们还欠缺软硬整合的方案。」夏普以出售家电起家, 价值有限, 要增加价值, 就看要怎么帮客户解决问题。而要帮客户解决问题, 只靠硬件肯定不够, 软件、顾问、训练也要通通包办, 才能打造出完整的解决方案。

他道出心目中的理想远端生活是结合智能物联网 (AIoT) 技术。比方说, 在荧幕上看到一个食谱, 并计划要在周末煮, 然后你对著电视说了句:「电视, 我星期日要煮这道菜。」这时电视就会把你的命令分别传达给冰箱、烹调锅, 让冰箱自动网购食谱需要的食材; 烹调锅负责把食谱烹调出来。





CrossFit Pahlawan健身中心融入了夏普远端方案。透过由4台液晶电视组成的120寸大荧幕，让教练更容易看到学员们的动作、姿势，避免学员因姿势不正确而受伤。至于后方大荧幕则方便教练查看自己的动作。

## 疫情后 远端商机犹在

我国疫情貌似进入了稳定，那疫情过后，远端商机还在吗？「我个人觉得不会完全消失。」丁洋中举例，在行管期间，需要透过远端完成工作、学习者为100%；进入有条件行管时约为70%；复苏期则是50%。「即便接下来会降至30%，但还是有需求。」另外，目前包括推特和面子书已表示，未来将开放让员工在家上班，甚至可以永久在家办公。面子书创办人马克伯格（Mark Zuckerberg）表示，该公司目前在全球拥有超过4万8000名员工，在未来5到10年，将有半数员工属于永久远端办公。这个原本只是企业因应疫情的应急措施，现在反而成了企业工作职场的新选择。

与此同时，台湾媒体《数位时代》从以下3点分析，认为疫情过后远距商机不会衰退，并认为远端工作的趋势及远端服务商机仍会继续扩大和发酵。

### 1. 新旧习惯的改变

在过去纵然有新技术、科技产生，若原有的模式或服务不至于难以使用，于日常行为或消费上人们仍具有原本的惯性，不易改变其行为。

然而因社交距离及非接触的环境要求下，迫使许多人于工作、消费场景上改变，从而使相关组织和人们重新审视数码工具，如视讯工具之采用、虚拟会议室等既有商业活动和人际互动，原本习惯实体消费活动的消费者也会在这波疫情影响之下，将其活动转向虚拟世界的使用，如电商购物及电子支付的使用增加，于疫情过后也可能因体会到数码便利性，而继续使用。故，当用户被引入到数码环境并改变既有习惯或养成新习惯，于疫情退去后，仍会继续于数码世界产生相关需求。

### 2. 投资成本转化成数码转型的养分

企业、公司已经投资过的数码工具如远端协作工具、非接触的服务使用（如网络银行、电子支付）等，在疫情环境下使组织人员更进一步练习和使用数码工具。组织在未来活动进行会更便利并弹性远端协作，并不会因疫情结束后就不再使用，更可能因前述全球消费者和社会环境之改变，将已投入的金钱和时间成本思考如何转变为未来效益，以数码化思维增进工作效率；更进一步则是整个企业团体及组织培养出数码思维，以迎接那个各行各业被数码环境所改变的未来。

### 3. 5G的高速通讯时代

5G网络的发展已经逐步开始，当5G网络落实到我们生活当中，并加上既有设备提升、物联网等相关概念的采用，如家中透过声控设备控制各种电器或操作智能设备；5G通讯速度的革新会更进一步解放消费端硬体之需求，云端的商务和消费模式更加有利，如游戏产业的硬体价格下降，降低消费者的游玩成本，并因传输速率增加而提升图像和游玩体验。在自驾车及无人机的应用也会扩大远距商机与运输、物流行业之发展。



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MEDIUM : ASIA TIMES  
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## SHARP LAUNCHES THE “SHARP REMOTE LIFE SOLUTION” TO EMBRACE THE NEW NORMAL

工商资讯



▲ Ting Yang Chung (右4)、Tok Sang Man (左5) 和 Clement Ng (左3)，连同来宾们一起推介‘SHARP 远端生活解决方案’。

(吉隆坡讯) 夏普电子马来西亚有限公司 (SHARP Electronics (Malaysia) Sdn Bhd) 为目前的生活新常态，推出全新电子消费方案——‘SHARP 远端

### 夏普迎合新常态生活模式 推“SHARP 远端生活解决方案”

生活解决方案’，让人们可以更精明地在商业与学业环境中互动，并且有信心其技术与方案将协助激励国家经济复苏。

随着当前因肺炎疫情 (Cov-19) 须遵守 SOP 所产生的新常态生活模式，包括对远端教学和办公等所产生的需求方式；该公司因而在日前举行的虚拟经销商大会上，首次推出全新生态系统的远端生活解决方案，决心协助使用者在业务、学校和家庭融入新常态。

夏普电子 (马) 主席兼东盟和大洋洲首席执行官吴柏勋 (Robert Wu) 指出：“在过去的几个月里，全世界开始采用比以往更快的数码方案，鉴于

我们目前融入新常态时，强调让消费者保持持续性联系及确保他们的安全，SHARP 因而在今年即推出更精明互动的远端生活概念。”

SHARP 发表的全新远端生活概念，专注于让消费者保持持续联系，并同时确保大家的安全性。该概念囊括三个关键领域的方案，即商业远端会议、SHARP 远端教育系统及适用于一般使用者或家庭的远端生活方式，让人们有效及安全地在新常态下生活。

其中，SHARP 即推出了新开发的电子商务平台 eSHARP，以协助传统线下经销商转型至线上。

吴柏勋解释：“eSHARP 平台象征着‘2 楼零售商业模式’，让客户通过网路开拓他们在授权经销商实体店的购物体验。再者，这项新的商业策略将帮助我们的经销商，通过网路获得收入并提高客户的参与度。”

他说，SHARP 旨在保持其在马来西亚的第一大日本品牌的地位。强大的市场影响力与完善的计划，将带领著其商业伙伴或新业务与产品的共同品牌，进而支持 SHARP 的增长策略。这将实现 SHARP 品牌与产品组合的多元化及扩展，才能更好地满足客户不断变化的需求。

出席推介活动者还包括夏普电子马来西亚公司董事经理 Ting Yang Chung、副董事经理 (销售部) Tok Sang Man 和助理总经理 (销售部) Clement Ng 等人。(HO)

**CLIENT** : SHARP ELECTRONICS (MALAYSIA)  
SDN BHD  
**MEDIUM** : UTUSAN MALAYSIA ONLINE  
**DATE** : JULY 25, 2020  
**PAGE NO** : EKONOMI

<https://www.utusan.com.my/ekonomi/2020/07/konsep-remote-life-sharp/>

## SHARP'S REMOTE LIFE CONCEPT

Utama / Ekonomi / Konsep Remote Life Sharp

**EKONOMI**

### Konsep Remote Life Sharp



Pengarah Urusan Sharp Electronics (M) Sdn. Bhd., Ting Yang Chung (enam dari kiri); Timbalan Pengarah Urusan (Bahagian Jualan), Tok Sang Man (lima dari kiri); Penolong Pengurus Besar (Jualan) dan Ketua Bahagian Penyelesaian Pintar, Clement NG (tiga dari kiri) mencuba kaedah kecergasan maya pada pelancaran Sharp's Remote Life Solution sempena Konvensyen Pengedar Maya Sharp baru-baru ini.

- Oleh Ahmad Afiq Syahmi Bin Mohd Shah
- 25 Julai 2020, 9:00 am

KUALA LUMPUR: Sharp Electronics (Malaysia) Sdn. Bhd. memperkenalkan konsep Remote Life iaitu sebuah ekosistem penyelesaian seiring dengan keperluan masa kini dalam menghadapi normal baharu.

Timbalan Ketua Pegawai Eksekutif bagi ASEAN, Robert Wu berkata, syarikat itu melihat peluang besar untuk membantu proses pemulihan negara melalui penyelesaian teknologi yang dimiliki Sharp.

Katanya, seiring dengan keperluan terkini, Sharp bertekad membantu pengguna tidak kira dalam perniagaan, bilik darjah atau isi rumah menyesuaikan diri dengan suasana ketika ini.

Beliau berkata, konsep Remote Life baharu itu menjadi tarikan utama konvensyen maya dengan memberi tumpuan kepada kelancaran komunikasi dan keselamatan pengguna.

"Beberapa bulan kebelakangan ini, seluruh dunia didorong mempertingkatkan penggunaan penyelesaian digital lebih pantas berbanding sebelumnya.



“Mengambil kira kepentingan komunikasi dan keselamatan pengguna dalam normal baharu, pengenalan konsep Remote Life Sharp ini tepat pada masanya bagi mewujudkan pejabat dan bilik darjah lebih pintar serta saling terhubung,” katanya dalam kenyataan semalam.

Syarikat gergasi elektronik itu turut berkongsi rancangannya untuk memperkukuhkan kedudukan jenama dan mengembangkan pasaran menerusi strategi perniagaannya yang dinamik.

Sharp kekal antara jenama teratas dalam kalangan pilihan pengguna menurut kaji selidik pasaran global.

Analisis tinjauan pasaran mendapati untuk tempoh Jun 2019 hingga Mei 2020, Sharp mendominasi kedudukan nombor satu dalam segmen produk peti sejuk dan mesin basuh berbanding pesaingnya dengan menguasai kira-kira 20 peratus pasaran Malaysia.

Robert berkata, konsep Remote Life itu juga merangkumi tiga penyelesaian untuk tiga bidang utama iaitu Remote Meeting atau mesyuarat secara maya untuk perniagaan, Remote Education System atau sistem pendidikan secara maya dan Remote Lifestyle atau gaya hidup secara maya agar pengguna mampu terus berurusan dengan berkesan serta selamat.

Dalam usaha menyokong pemulihan perniagaan dalam rangkaian pengedar, Sharp juga mengambil kesempatan untuk memperkenalkan platform e-dagang baharu, eSHARP, di konvensyen mayanya.

Membezakan dirinya agar menerajui pasaran, Sharp mengembangkan eSHARP khususnya bagi mendorong hasil kembali kepada pengedar.

“Dalam persoalan keselamatan dan kesihatan, kami memahami para pelanggan inginkan saluran yang lebih baik untuk mendapatkan produk Sharp kegemaran mereka.

“Platform eSHARP kami mewakili konsep perniagaan runcit ‘aras kedua’ yang membolehkan para pelanggan membuat pembelian secara mudah. Pada masa sama, ia mengukuhkan kedudukan rangkaian pengedar sah kami serta menyokong perniagaan mereka.

“Proses pembelian pelanggan dijamin selamat tanpa ragu-ragu mengenai ketulenan produk Sharp dari pengedar sah kami. Strategi perniagaan baru ini akan membantu pengedar kami memperoleh pendapatan dalam talian dan meningkatkan interaksi bersama pelanggan,” katanya.

**CLIENT** : **SHARP ELECTRONICS (MALAYSIA)  
SDN BHD**  
**MEDIUM** : **DESTINA ASIA ONLINE**  
**DATE** : **JULY 27, 2020**

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<http://destina.my/sharp-kukuhkan-kedudukan-dalam-pasaran/>

## **SHARP STRENGTHENS ITS MARKET POSITION**

# Sharp kukuhkan kedudukan dalam pasaran

SHARP Electronics (Malaysia) Sdn Bhd (Sharp) melancarkan konsep Remote Life Sharp bagi mewujudkan pejabat dan bilik darjah pintar yang saling berhubung untuk mengukuhkan kedudukannya dalam pasaran Malaysia.

Pengerusi Sharp Electronics (M) Sdn Bhd, Robert Wu berkata, konsep baharu merupakan tarikan utama konvensyen maya yang memberi tumpuan kepada kelancaran komunikasi dan keselamatan pengguna.

“Konsep ini merangkumi tiga penyelesaian kepada tiga bidang utama iaitu Remote Meeting (mesyuarat secara maya untuk perniagaan), Remote Education System (sistem pendidikan maya untuk bilik darjah) dan Remote Lifestyle (gaya hidup secara maya),” katanya dalam satu kenyataan baru-baru ini.

Wu berkata, dalam usaha menyokong pemulihan perniagaan dalam rangkaian pengedar, Sharp juga memperkenalkan platform e-dagang baharu eSHARP bagi menyokong pertumbuhan jualan pengedar.

Katanya, platform berkenaan mampu membantu pengedar mereka memperoleh pendapatan dalam talian dan meningkatkan interaksi bersama pelanggan.

“Platform eSHARP kami mewakili konsep perniagaan runcit aras kedua yang membolehkan pelanggan membuat pembelian secara mudah.

“Pada masa sama, ia juga mengukuhkan kedudukan rangkaian pengedar sah kami serta menyokong perniagaan mereka,” katanya.

Turut dilancarkan rangkaian produk baharu termasuk TV Big Aquoas dan peralatan rumah. Dalam pada itu, syarikat berkenaan turut bekerjasama dengan Bacfree bagi memperkenalkan rangkaian pembersih, penyaman dan penyejuk udara dilengkapi teknologi Plasmacluster.

CLIENT : SHARP ELECTRONICS (MALAYSIA) SDN BHD  
MEDIUM : CREATIVE HOME X ONLINE  
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<https://creativehomex.com/cn-in-trend-sharp-virtual-dealer-convention/>

## SHARP LAUNCHES NEW REMOTE LIFE CONCEPT, COLLECTIVELY ADAPTING TO THE “NEW NORMAL”

LIFESTYLE

### 「iN 潮報」：SHARP 新推遠端生活概念，協力構築「新常態」生活

written by [Creativehomex](#) July 27, 2020



為遏止新冠肺炎蔓延，民眾面臨需遵守標準作業程序及保持安全距離等，所產生的新常態生活模式。對於各項電子設備的需求可謂與日劇增，尤以遠端教學，居家辦公等所產生的需求最為重要。大馬夏普電子（SHARP）在虛擬經銷商大會上，首次推出全新的生態系統方案，致力於協助消費者在企業、學校，和家庭等生活多個面向能更好地融入新常態。

“SHARP 屹立于大馬已長達 35 年，至今仍是創新方案的領先供應商。不斷尋求創新的解決方案，好協助消費者面對當今的挑戰。鑒於我們目前融入”新常態”時，強調讓消費者保持著持續性聯系及人身安全，使得 SHARP 今年推出「遠端生活概念」對於更精明互動的教室和辦公室環境而言更似一場及時雨。”——大馬夏普會長吳柏勳

## 家電產品銷量大幅增長 消費者的首選品牌

根據全球市場調查顯示：從 2019 年 6 月至 2020 年 5 月期間，SHARP 在冰箱和洗衣機家電產品位居榜首，光是本地市場份額約莫占據百分之 20%。SHARP 電視及空調也被列為三大首選品牌之一，而在復甦管制令期間（RMCO）民衆對於家電產品的需求更是趨之若鶩。同時，SHARP 也在這個節點發布一系列全新商品：尤以主打變頻與省電的冰箱、洗衣機、空調，與微波爐等家電，以及 60 寸以上的電視機為主。



推介SHARP遠端生活方案！出席者為：執行董事丁洋中（左6）、銷售部副執行董事卓上明（左5）、商務解決方案部門總經理助理黃福松（左3），於現場示範遠端健身方案。



大馬夏普電子執行董事丁洋中（左）與副執行董事（銷售部）卓上明一同主持推介全新電子商務平台「eSHARP」。

## 建立電子商務平台「eSHARP」

SHARP 在虛擬大會上發表全新的遠端生活概念，其中包括 3 個關鍵領域的方案，即：商業遠端會議、SHARP 遠端教育系統，及適用於一般使用者或家庭的遠端生活方式，讓人們有效及安全地在新常態下生活。SHARP 亦藉此機會在虛擬大會上推出全新電子商務平台——「eSHARP」，欲協助傳統線下經銷商轉型至線上作業以擴大現有的客戶群。該平台不僅能讓消費者獲得優惠，亦協助經銷商謀取最大化的盈利，民眾在 eSHARP 消費後，也能得到全馬超過 500 個經銷商的完整售後服務。

eSHARP 平台作為「2 樓零售商業模式」，讓客戶通過網路進行線上購物，開拓他們在授權經銷商實體店的購物體驗並完成交易。我們向客戶保證，他們可以放心地享受安全的網上購物體驗，因授權經銷商只提供正版的

SHARP 家電產品，斷不出現以次充好的可能性。這項新的商業策略，將幫助我們的經銷商通過網路獲得收入，並提高客戶的參與度。

### *高品質家電 於今年悉數推出*

鑒于當前的社會經濟環境，SHARP 了解消費者對價格與高品質的需求。計劃於今年推出全新產品系列，包括其標志性的大型 AQUOS 電視系列及家用電器。同時，SHARP 也強調與在當地經營過濾水設備的 BACFREE®品牌合作，除了原先帶有 PCI 獨家正負離子空氣淨化技術的空氣清淨機外，此次合作將完善 SHARP「好空氣」與「喝好水」的全套解決方案。

欲知更多詳情，歡迎瀏覽：[www.esharp.com.my](http://www.esharp.com.my)

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## Sharp Electronics unveils its 'Remote Life' ecosystem of solutions

**KUCHING:** Sharp Electronics (Malaysia) Sdn Bhd recently unveiled its 'Remote Life' concept focusing on seamless communication and safety of users.

Debuted at the Sharp Virtual Dealer Convention, it will assist users in businesses, classrooms, and households to embrace the new normal through an ecosystem of solutions.

In a press release, Sharp Electronics said the concept comprised three solutions for key areas — Remote Meeting for businesses, Sharp Remote Education Systems for classrooms, and Remote Lifestyle for the general user or household to operate effectively and safely in the new normal. To support the recovery of businesses within its dealer network, Sharp also introduced its new e-commerce platform eSHARP in its effort to drive revenue back to dealers.

"Amid safety and health concerns, we understand our customers want better access to their favourite Sharp products. Our eSHARP platform represents a 'second floor' retail business concept for our customers to shop at and extend our authorised dealers' physical store presence and complement their business.

"Customers are assured of a secure online shopping experience and peace of mind knowing the quality of genuine Sharp products from authorised dealers. This new business strategy will help our dealers gain online revenue and enhance customer engagement," said Sharp Electronics (Malaysia) Sdn Bhd chairman and Sharp Asean business deputy chief executive officer Robert Wu.

He said over the past few months, the whole world has been



(From left) Sharp Electronics (M) Sdn Bhd managing director Ting Yang Chung and deputy managing director (sales division) Tok Sang Man introduce the eSHARP e-commerce platform.

driven to adopt digital solutions faster than ever seen before.

"Given the current emphasis on seamless communication and safety of consumers as we embrace the 'new normal', the introduction of Sharp's Remote Life concept this year is intentional and timely for smarter and connected environments in classrooms and offices," said Wu.

The consumer electronics giant also shared its plans to strengthen its brand position and grow market share through its dynamic business strategy as the brand remained among the top brands preferred by consumers, according to a global market research group.

"The insights of the market survey, for the period of June 2019 to May 2020, found that Sharp dominated the number one position in the refrigerator and washing machine product segment in comparison to its competitors, holding a majority market share of approximately 20 per cent in Malaysia.

"Sharp is also listed among the top three preferred brands in the

television and air conditioning product segment," said the press release.

In view of the current socioeconomic environment, Sharp Electronics said it understood consumers' need for affordability alongside quality solutions. At the virtual convention, Sharp announced its plans to debut a new product line-up, including its signature Big Aquos TV range and home appliances this year.

Determined to grow its market share, the company also highlighted its partnership with Bacfree to introduce water products. The partnership will complement Sharp's 'Air of Confidence' Solutions comprising Air Purifiers, Air Conditioners, and Air Cooler products fitted with Plasmacluster technology.

"Sharp aims to retain its position as the number one Japanese brand in Malaysia. Its growth strategy for the future is supported by a strong market presence and Sharp plans to leverage further on business partnerships or co-branding of new businesses or products," added the press release.