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**News Release**

**FOR IMMEDIATE RELEASE**

InfoComm 2012 • BOOTH C5515 • LAS VEGAS CONVENTION CENTER

**SHARP® LANDS A LEADING ROLE WITH ITS THIN BEZEL MONITORS IN THE LAS VEGAS HEADLINER: SURF THE MUSICAL**

*The world's thinnest bezel 60-inch class display now starring in the latest musical attraction at Planet Hollywood Resort and Casino in Las Vegas*

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**Las Vegas, NV, June 13, 2012** – Sharp Electronics Corporation is excited to announce the inclusion of its brilliant, slim bezel PN-V601 monitor in the debut production of *SURF the Musical*, which opens this month as a resident headline attraction at Planet Hollywood Resort and Casino in Las Vegas.

“We are excited to be supporting the production at *SURF the Musical* to apply Sharp’s latest display technologies to such a high profile and exciting project,” said Mike Marusic, senior vice president, Sharp Imaging and Information Company of America. “The ultra-thin bezel and crystal clear picture quality of the PN-V601 display provides an impressive backdrop that transports audience members right to the beach and leaves viewers enthralled.”

Sharp was selected along with Adaptive Video Walls and Displays, a division of Adaptive Technologies Group and WorldStage, to create the massive flyable LED video wall, which will serve as the entire stage backdrop for the show.

"We're thrilled to provide the backdrop for such an exciting and innovative musical production as Surf the Musical," says Paul Allen, president, Adaptive Technologies Group. "It goes to show how our years of engineering expertise in audio and video wall frame technology can be leveraged for some of the most stunning visual events and productions in the world. We hope that people will see it and realize just how far the technology has come, and how they can use it to truly add dazzle to their events."

The companies worked closely with show producers and stage crew to design and build the outstanding video wall installation composed of 136, 60-inch class full-array LED backlight monitors delivering uniform brightness, that are creatively incorporated into the musical’s 90-minute production.

“It’s been a great experience working with Sharp,” producer J. Burton Gold said. “The Sharp team has supplied an amazing flyable LED screen, brighter and clearer than any other onstage solution.”

With the world’s slimmest bezel available in the 60-inch class and crisp, clear color, the Sharp PN-V601 monitors form to create a vital component of the stage set. The five gigantic, flying moveable video walls deliver an immersive visual experience to engage and excite audience members as they revel in the stunning visual display and music of the 1960’s California beach scene.

*[SURF the Musical](#)* begins previews on June 22, 2012 at the Planet Hollywood Hotel and Casino in Las Vegas. InfoComm attendees can view Sharp’s brilliant high brightness, slim bezel video wall displays at the Sharp booth (C5515).

For more information about the company, visit Sharp Electronics Corporation at [www.sharpusa.com](http://www.sharpusa.com). Find us on [Facebook](#), follow us on [Twitter](#) and watch us on [YouTube](#).

#### About Sharp Electronics Corporation

**Sharp Electronics Corporation is the U.S. subsidiary of Japan’s Sharp Corporation. Celebrating its 100<sup>th</sup> year, Sharp is a worldwide developer of one-of-a-kind home entertainment products, appliances, networked multifunctional office solutions, solar energy solutions, LED lighting and mobile communication and information tools. Leading brands include AQUOS<sup>®</sup> Quattron<sup>™</sup> LCD televisions, AQUOS BOARD<sup>™</sup> interactive display systems, SharpVision<sup>®</sup> projectors, Insight<sup>®</sup> Microwave Drawer<sup>®</sup> ovens, Notevision<sup>®</sup> multimedia projectors and Plasmacluster<sup>®</sup> air purifiers.**

#### About Adaptive Technologies Group

**Adaptive Technologies Group combines the talents and disciplines of Allen Products, ATM Fly-ware and Adaptive Video Walls and Displays, and offers state-of-the-art rigging and mounting solutions for a wide range of audio and video applications. Adaptive’s combined divisions are a major resource worldwide by way of the design, development and manufacturing of professionally installed AV mounting and rigging equipment. Each brand offers its own standard and unique time-saving solutions, plus unlimited custom products for any venue or application. For more information, visit <http://adapttechgroup.com>.**

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