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**SHARP'S ART OF AMAZING 4K FILM
COMPETITION KICKS OFF**

**2014 COMPETITION WILL CULMINATE WITH A SCREENING AT MILL
VALLEY FILM FESTIVAL AND
MORE THAN \$65,000 WORTH OF PRIZES FOR FILMMAKERS AND FANS**

MAHWAH, N.J., July 21, 2014 - [Sharp Electronics Corp.](#) today announced the return of the Sharp Art of Amazing 4K Film Competition, which asks filmmakers to highlight the benefits of ultra high resolution entertainment through compelling, short 4K films. Working with picture quality experts at THX and RED, the second annual competition will culminate with a screening at the prestigious Mill Valley Film Festival and more than \$65,000 in prizes for filmmakers and fans.

Sharp has been leading the evolution of 4K Ultra HD picture technology, introducing industry's first THX 4K Certified TV in 2013 and recently announcing an update the Sharp AQUOS® 4K series with two beautifully redesigned, THX Certified*, 4K Ultra HD TVs in both 60" and 70" (69.5" diag.) class screen sizes, coming to stores in September.

"If you've experienced high-quality, 4K content on a beautiful large screen Ultra HD TV you know high resolution can allow viewers to see more, feel more and actually experience more," said Mark Viken, Vice President of Brand Marketing at Sharp Electronics Marketing Company of America (SEMCA). "We share filmmakers' passion for delivering the ultimate high-resolution entertainment experience, and look forward to seeing this year's submissions."

The Art of Amazing 4K Film Competition has grown to include more finalists, more expert judges and more prizes in 2014.

Returning as partners for the 2nd Annual Art of Amazing 4K Film Competition are THX, who certify best-in-class products capable of delivering the picture quality of professional production studios; and RED, known for their professional ultra-high resolution digital cameras - including their new 6K RED DRAGON sensor that has received the highest DxO Mark sensor rating ever. Joining Sharp, THX and RED on the panel of judges in 2014 will be Lucasfilm, The California Film Institute, and Adobe.

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For the first time, all films submitted will be considered for the Art of Amazing 4K Film Showcase at the California Film Institute's internationally renowned Mill Valley Film Festival being held October 2 –12, 2014.

Films can be submitted through September 7. Filmmakers should visit www.sharpusa.com/ArtofAmazing for official rules and submission details.

On September 14, up to 15 finalists will be posted in the Art of Amazing Film gallery. Fans can view all finalists and then vote for their favorite film for a chance to win a 4K prize package.

Finalists selected by the panel of industry judges will have their film screened during the Mill Valley Film Festival, where five of the last six films that won the Academy Award for Best Picture were screened. They will also receive filmmaker festival passes and a private THX tour of the world-renowned Skywalker Ranch – birthplace of Star Wars and THX.

Multiple Opportunities for Recognition

The Grand Prize winner selected by the panel of judges will be awarded a Sharp 70" (69.5" diagonal) class THX 4K Certified* AQUOS 4K Ultra HD LED TV (\$4,500 value), a 6K Scarlet-X® RED Dragon® Light weight Collection (\$23,510 value) and a trip for two to CES 2015 in Las Vegas to see a screening of their winning film in the Sharp CES booth (hotel and air travel valued at approximately \$10,000). t

A fan favorite prize package will be awarded to the filmmaker who receives the most fan votes. The winner will be eligible to receive a Sharp 32" 4K Ultra HD LED Professional Display (\$3,595 value), a Freefly MoVi M10 (\$14,995 value) and a 12 month subscription to Adobe creative cloud (\$840 value). Fans who vote for their favorite film at www.sharpusa.com/ArtofAmazing will also be eligible to win a THX 4K Certified* 70" class Sharp AQUOS 4K Ultra HD LED TV (\$4,500 value). t

The festival audience will also choose a favorite film. The festival audience winner will be eligible to receive a 60" THX Certified* Sharp AQUOS 4K Ultra HD LED TV (\$3,500 value).t

*THX Certification Pending as of July 21, 2014

tSee www.sharpusa.com/ArtofAmazing for full terms and conditions

About Sharp Electronics Marketing Corporation of America (SEMCA)

SEMCA is the U.S. consumer electronics sales and marketing arm of Sharp Electronics Corporation, the U.S. subsidiary of Sharp Corporation. For more than 100 years, Sharp has led the way with new innovations and products that people genuinely desire. Pioneering a viewer-centered approach to television product development and design, Sharp currently offers the most comprehensive line of high-resolution large screen televisions in the industry including the AQUOS 4K, Q+, Q and HD TV series. Since 2010, Sharp has put more 60"+ televisions in American homes than any other manufacturer. Sharp home audio products also boast unparalleled sound technologies. Sharp's other leading consumerelectronics products include Microwave Drawer™ ovens and Plasmacluster® air

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purifiers. Sharp was named one of the Most Admired Brands in America and one of the 20 Most Loved Companies globally*. Learn more at www.SharpUSA.com.

*Sources: Buyology Inc., 2012; APCO Worldwide, 2013

About RED Digital Cinema

In 2006, RED Digital Cinema began a revolution with the 4K RED ONE® digital cinema camera. By 2008, the camera that changed cinema also began to change the world of stills. The same camera being used to shoot features like "The Hobbit" and "The Girl with the Dragon Tattoo" was being used to shoot covers for magazines such as "Vogue" and "Harper's Bazaar". Now, RED cameras are also being utilized to shoot a wide range of sporting events such as the "2014 Vans Triple Crown of Surfing" and the "2014 Rose Bowl" as well as the Emmy-winning "House of Cards". Additionally, the 6K EPIC DRAGON, 5K EPIC MYSTERIUM-X® and SCARLET® cameras are built around a modular foundation that gives the flexibility of full customization for each shoot. For more information, visit WWW.RED.COM.

About THX Ltd.

From the big screen to your screen, THX ignites your passion for exciting entertainment experiences. Founded by George Lucas and recognized by audiences around the globe, THX is synonymous with the design and certification of world-class cinemas, premium audio systems, 4K TV's and blockbuster movies. Products featuring THX technologies defy convention and define quality in their class, whether in the cinema, in the home or on the road.

About Mill Valley Film Festival

Presented by the California Film Institute, the 37th Mill Valley Film Festival runs October 2-12, 2014 at the CinéArts@Sequoia (25 Throckmorton Ave., Mill Valley), Christopher B. Smith Rafael Film Center (1118 Fourth street, San Rafael), and other venues throughout the Bay Area. With a reputation for launching new films and creating awards season buzz, the festival has earned a reputation as a filmmakers' festival by celebrating the best in American independent and foreign films, alongside high profile and prestigious award contenders. MVFF welcomes more than 200 filmmakers representing more than 50 countries.