

Sharp's new premium refrigerator

Sharp's high-quality SJ-F800SP series refrigerator-freezer combination features four doors and a pristine stainless steel design. The refrigeration space is 75 centimetres wide, completely usable for food storage and offers a total of 605 litres of usable capacity¹. This creates plenty of space to store food and beverages. The hybrid refrigeration system also ensures that fresh foods are kept at the optimal temperature. Sharp uses Plasmacluster technology to ensure hygienic refrigeration. Intelligent extra features such as the express ice maker, the "no frost" function and the energy saving "holiday mode" setting round off the appliance's features.

Europe, July 2011. Sharp's Double French refrigerator-freezer combinations in the SJ-F800SP series provide loads of space. Unlike side-by-side fridge-freezer combinations of a similar size, the refrigerator and freezer compartments of the SJ-F800SP are stacked, not next to each other. The symmetrical four-door mechanics of the SJ-F800SP make it possible for users to open just one door to the refrigerator or freezer compartment. This allows much less cold air to escape than large refrigerator or freezer doors. Additionally, there is no central divider in the refrigeration space, giving purchasers of this fridge-freezer full use of a storage space that is 75 centimetres in width. 37 energy-saving LED lamps evenly light the appliance's interior, ensuring that users will not lose sight of what is inside. A large, easily readable LCD display on the exterior delivers all of the appliance's relevant operating information. Users can configure appliance features such as temperature settings for the refrigeration and freezer compartments, the Plasmacluster function, an express ice maker, a child safety lock and holiday mode without opening the appliance.

"We are pointing the way to the future with our refrigeration appliances, not only by developing specific innovative and practical features: our appliances also lead the way with the high-quality materials they are made of. These materials are the basis of a clean, classy design which users can harmoniously integrate into any kitchen," explained Christine Oelkers, product manager for white goods at Sharp Electronics Germany/Austria. "Inside the appliance, our sophisticated technology provides optimal food storage."

Even the most perishable foods stay fresh and appetising in the Sharp SJ-F800SP refrigerator-freezer combination. The intelligent hybrid refrigeration system combines the benefits of two different systems (direct and fan refrigeration). The result: food does not dry out, temperatures remain consistent, there is no ice build-up and defrosting is a thing of the past – saving energy and protecting the environment.

Sharp's Plasmacluster technology cleans the air inside the refrigeration space in the SJ-F800SP, creating a hygienic food storage space. Developed by Sharp, the Plasmacluster Ion

¹ Total net capacity 605 litres (Total net capacity of refrigerated area: 394 litres, Total net capacity of freezer: 211 litres)

PRESS RELEASE

System is an intelligent process which can be used to reduce levels of undesirable contaminants such as certain types of mould in the air inside the refrigerator. Integrated nano-deodorisation completes the refrigerator's interior hygiene by minimising unpleasant odours.

Cool features: Sharp appliances offer a wide array of other features in addition to those already described. The SJ-F800SP's technically refined express ice maker allows fans of cold drinks to create ice cubes in about 20 minutes. Small amounts of fruits and vegetables can also be shock frozen in no time. The appliance's holiday mode sets the refrigeration temperature at ten degrees Celsius, which saves energy and is still cool enough to store non-perishable foods.

The recommended retail price for the SJ-F800SP-SL (front: stainless steel) and the SJ-F800SP-BK (front: black stainless steel) is € 2,599.

Reprint free of charge, please forward a copy.

For further information, see our websites:

www.sharp.eu

www.youtube.com/user/SharpEurope

www.facebook.com/SharpEurope

www.twitter.com/Sharp_Europe

Sharp EUROTOP Sponsoring

Sharp Electronics Europe GmbH is the EUROTOP sponsor for the *Union of European Football Associations* (UEFA) between August 31, 2010 and December 31, 2013. The sponsoring agreement enables Sharp to exploit UEFA tournaments during this period. After the European Under-21 Football Championship and the qualifying games for UEFA European Football Championship 2012, the sponsorship will reach its climax in June and July 2012 with the European Championship finals in Poland and Ukraine, coinciding with Sharp's centenary celebrations. The sponsorship comes to an end in December 2013 with the European Futsal Championship 2012, the European Under-21 Football Championship 2013 and the European Women's Football Championship 2013. During the term of the agreement, Sharp will be drawing on its years of experience in sports sponsorships.