

PRESS RELEASE

Enjoy musical freedom with Sharp

The new Sharp XL-HF401 offers excellent sound wirelessly through AirPlay technology

Streaming your own favourite music in optimal sound quality via mobile terminal devices has never been so easy with Sharp's new XL-HF401PH hi-fi stereo system: Thanks to AirPlay, individual songs or complete playlists from iTunes can be played on any Apple device via Wi-Fi. The secret is that the user does not need any additional hardware, contrary to many other systems. Besides its brilliant sound, the XL-HF401PH stands out because of its ease of use. Furthermore, its modern design makes it an attractive eye-catcher in any living room.

IFA, Berlin 2012 - The iPod has become the permanent accessory of all music lovers. However, up to now, listening to one's favourite songs on mobile devices at home always involved some sort of compromise. The new Sharp XL-HF401PH hi-fi stereo system enables music lovers to play their entire iTunes media library wirelessly from any room they wish, without having to make any concessions on sound quality. Any iMac with iTunes media player software (from Version 10.1 onwards) can serve as a music source using Apple AirPlay technology, as can any iPhone, iPad or iPad Touch (from iOS 4.2 onwards). The sound system operates as a music receiver with the songs reaching the loudspeakers wirelessly through Wi-Fi. In comparison to Bluetooth, transferring music via AirPlay generates better audio quality and a greater range.

'We have noticed that users increasingly want to get the best quality from their consumer electronics without being limited in terms of space or time', Alberico Lissoni, Vice President Consumer Electronics at Sharp Europe. 'We are fulfilling this desire with the new XL-HF401PH. In addition to excellent sound quality and the particularly simple operation, we have paid special attention to the appealing and modern design of this product.'

In addition to Apple devices, any MP3 Player can be connected to the XL-HF401PH via USB or audio input. Music can even be played from CDs, as can MP3 and WMA files from a USB storage device or CD. In addition, the sound system has an FM tuner with RDS and a total of 40 memory slots. With 2 x 50 Watt (RMS) of output, the sound system offers outstanding sound quality for an attractive price. Specially selected components and the high-quality 2-way speakers ensure a first-class sound experience. If you wish, the system can be expanded to include a subwoofer pre-amplifier output.

The XL-HF401PH carries a certificate from the Digital Living Network Alliance (DLNA), an international association of manufacturers of consumer electronics, IT hardware and mobile telephones. DLNA certified sets, of any make, can communicate with each other within a home network or even directly.

The XL-HF401PH is now available in stores for a recommended retail price of EUR 349.00.

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About Sharp

Sharp is a leader in the research and development of high-quality technological products. The Japanese electronics company's consumer electronics range extends from LCD TVs and audio systems to white goods (e.g. fridges and microwaves) and on to air purifiers which ensure a perfect room climate. New developments such as the Steamwave (3-in-1 steam oven), Quattron technology in LCD TVs and plasma-cluster ion technology used in white goods underline the company's innovation leadership claim. In addition, the corporate environmental strategy is one of the core items in its philosophy and is central to the development and manufacture of all products. Our resource-friendly raw materials, low energy consumption and good recyclability are state-of-the-art.