



8M-B80AX1E

8K 80" LCD display

www.sharp.co.uk

SHARP
Be Original.



Making the invisible visible.

Clearly see every little detail like never before with the best 8K professional display on the market.

The 8M-B80AX1E 8K 80" LCD display is the second generation of professional 8K displays from Sharp. At the very leading edge of the pro-display market, it allows high-end professional users to enjoy the ultimate in image precision and clarity. Its 8K 7680x4320 screen provides an exponential step-up in terms of image detail with 16x the resolution of Full-HD 1920x1080 (or 4x the resolution of 4K 3840x2160).

Rather than simply upscaling content, like other 8K displays, it is a key component of Sharp's end-to-end 8K ecosystem. Displaying native 8K content dramatically improves the picture quality, providing lifelike images like nothing else available today. So it raises the bar significantly for business environments that depend on exceptional detail, such as design studios, TV broadcasters and traffic control rooms.

Brilliantly realistic

As well as providing twice the brightness of first generation professional 8K displays, with 800 cd/m² (or up to 4000 cd/m² Peak Level), the 8M-B80AX1E HDR (High Dynamic Range) technology also expands the contrast and colour range significantly. It means that the bright parts of an image get brighter, adding greater depth, and colours are more saturated and natural-looking. So images, films and virtual reality (VR) content look incredibly realistic, creating a more immersive experience than was ever possible before.



Display shows colour gradation

Sharp 8M-B80AX1E 10-Bit Extended Colour Range



16.7 million colours (24-bit)

1.07 billion colours (10-bit)

More colour & enhanced accuracy with 10-bit Extended Colour Range



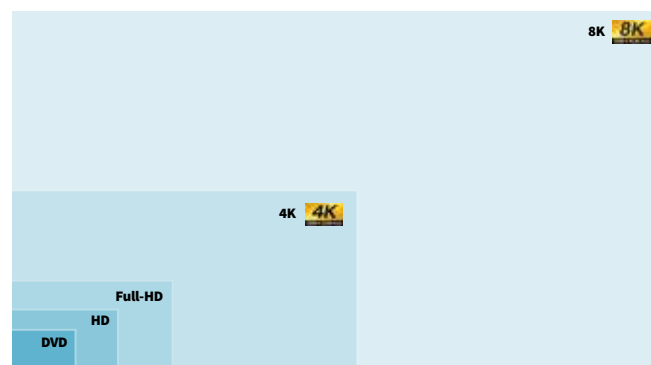
More colour, more precision

The 8M-B80AX1E's 10-Bit Extended Colour Range delivers superior image realism and significantly enhanced colour accuracy. It increases the range of possible colour values in each pixel up to 1.07 billion colours, so images appear much more lifelike and natural. This is especially important in many manufacturing processes. For example, when designing and testing how products will look to the consumer using virtual reality, or in automotive and aerospace design when matching colours of different body panel sections. It also offers real benefits for the forensic examination of very high-resolution images, like ancient artefacts for museum exhibits, and surveillance at large sporting events to identify individuals by their clothing.

In addition, with over five times more local dimming backlight zones and a much greater number of LEDs, it enables a much greater contrast level between dark and bright areas, so images are clearer and sharper. Unlike other displays, it enables more precise control of production processes and greater realism when creating complex designs. It also provides vital extra clarity and legibility in time and information critical environments. For example, more accurate medical images enable doctors to make better informed decisions about their patients' healthcare.

Always pure 8K content

With 4x HDMI inputs, the 8M-B80AX1E supports the current standard of 8K signal input for up to two sources. So you can display end-to-end 8K signals. For example, a production studio could connect a Sharp 8K camera and an 8K workstation to a single display and switch seamlessly between sources.



8K is 16x the resolution of today's Full-HD or 4x that of 4K

Essential for high performance business.

The ability to quickly create or analyse extremely precise data is critical to enhancing productivity and enabling more effective decision-making.

The 8M-B80AX1E 8K display's superior image realism, with clear colours and sharper definition, delivers significant benefits in some of the world's most data intensive business environments.

Clearly better designs

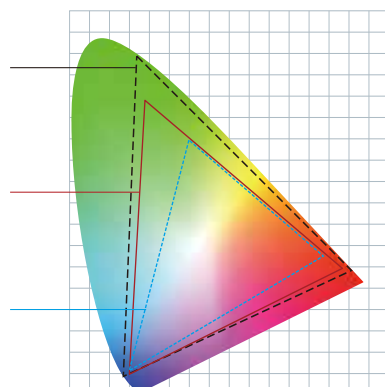
Businesses are creating increasingly sophisticated digital drawings, designs and blueprints using Computer Aided Design (CAD) or Computer Aided Manufacturing (CAM) applications. The one limiting factor has been the ability to display this information with exceptional colour accuracy and contrast precision – until now.

With the 8M-B80AX1E even the most complex designs can be examined in minute detail. And its lifelike realism is also facilitating the use of virtual reality, making it much easier to assess how new products or machinery will look and perform in the real world.

Parameter values for **Ultra-HD TV** systems for production & international programme exchange.

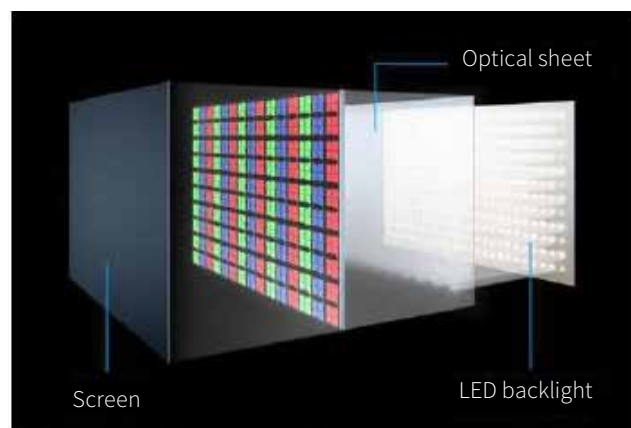
Sharp 8K 8M-B80AX1E professional display covers 82% of color gamut according to the ITU-BT 2020.

Parameter values for **HDTV** systems for production & international programme exchange.



Bringing video to life

High quality video production is obviously essential in the TV and Broadcasting industry. So the 8M-B80AX1E allows businesses to edit extremely high-resolution graphics and video and create incredibly realistic content.





NASA published the first 8K video shot from the International Space Station in November 2018.²

More detail, more control

For some professionals, the ability to track vital information can literally be a matter of life or death. So having access to reliable high-quality images can aid fast, safe decision-making. For example, in today's crowded skies, Air Traffic Controllers need to accurately track thousand of flights that are represented by multiple lines and symbols. Surveillance operators and emergency services workers have to monitor large numbers of CCTV camera images on one screen. So the greater the resolution the less risk there is of incidents being missed or suspects escaping because their facial features are unclear. Similarly, public transport companies can monitor the movement of multiple vehicles simultaneously, so there is less confusion and possible delays.

Fast, precise data analysis

Speed is essential in high pressure commercial environments like energy businesses, financial centres and commodities trading floors. Every day bankers and dealers have to rapidly digest an endless stream of graphs, images and screens full of small text. But one simple mistake in reading all of this complex information, like a missed digit, can result in potentially huge losses. So the ability to process a large amount of information, which is both clear and extremely legible, on one display not only enhances productivity, but also reduces the level of risk.

² Source: go.nasa.gov/2qnn4fK



Doing more with less.

Enhancing productivity is one thing. Doing it efficiently and cost-effectively is a real business bonus.

As well as unlocking new and more detailed information insights, the 8M-B80AX1E 8K display also helps businesses to reduce costs, enhance operational efficiency and work more productively.

Its 80" 8K LCD panel makes it possible to display up to 16x Full-HD 1920x1080 images on one screen, but even fine text and images are still crystal clear. Especially as it has:

- A static contrast ratio of 3000:1, which maximises image clarity and makes images appear more three dimensional making the background more realistic and accentuating fine details.
- A 120Hz frame rate doubler, displaying up to 120 images per second, which reduces motion blur during fast panning or movement, making scenes appear more lifelike.

As a result, fewer displays are required to show the same amount of content, or even more, without sacrificing image quality. And that means less wall or room space is needed, lowering costs and enhancing operational efficiency.

NHK (Japan Broadcasting Corporation) are moving forward with R&D on a full-featured 8K production system aiming for the 2020 Tokyo Olympic & Paralympic Games.³



Instantly more professional

Whatever your business needs, the 8M-B80AX1E's built-in USB Media Player ensures that you can get started straightaway. It supports 4K video and 8K static images, so can display impressive images and video without the cost of buying or operating any extra equipment. As long as your content is on your USB stick, you can plug in and play, instantly. You can also use the display in standalone configuration, without additional bulky kit and setup.

All you need for 8K

Sharp has a vision to change the way the world is viewed, with a level of detail and realism never previously experienced. We're developing a full 8K ecosystem with a line-up of 8K solutions that will allow you to shoot, store and play all on native 8K equipment and displays.

The Sharp 8C-B60B 8K (60p) Professional Camcorder integrates capabilities for video shooting and recording, as well as playback. It also delivers line output for video streaming in 8K regardless of location. Sharp have also unveiled a compact 8K camera for future release.

So, with Sharp's support, you will be able to create your own stunning 8K images and video content, which can be easily displayed to maximum effect on the 8M-B80AX1E 8K display.

³ Source; bit.ly/2UqxH2X



Specifications

General

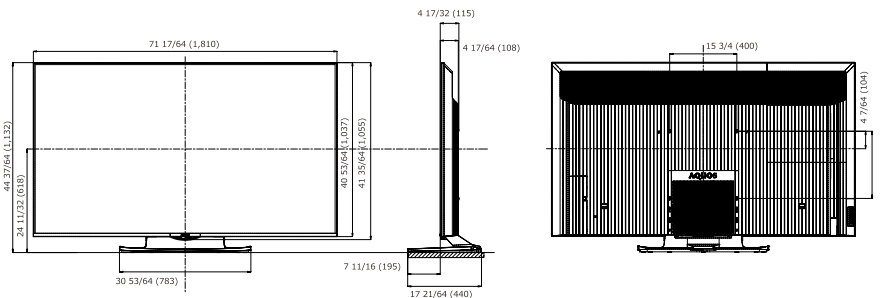
Native Resolution (Pixels)	7860 x 4320
Diagonal Size (inches/cm)	80 / 203.2
Aspect Ratio	16:9
Viewing angle	176°
Backlight	Direct white LED
Display Colours	10 Bit
Colorimetry 7860x4320	ITU709 / ITU-R BT.2020
CIE1976 xy Cover Ratio vs ITU-R BT.2020	82%
HDR: PQ / HLG	✓ / ✓
Brightness (cd/m ²)*1	800 (Peak brightness 4000)
Static contrast ratio	3000:1
Response time in ms (grey to grey, avg.)	8
Speaker output power in W	2 x 20 + 30 Subwoofer
8K Input	4 x HDMI (HDCP, 2160p)
Display Control LAN / RS232	Yes / Yes
Operating time (daily hours / weekly days)	16/7
Ambient temperature	0 – 40°C
Heat dissipation (BTU/h) MAX	2474
Operating power consumption in W	725
Standby power consumption in W (W)	0.5

Media Player

USB player for 8K still image	JPEG (jpg) (DCF2.0-compliant) ²
USB player for 4K video	m2ts, mp4, 3gp

Weights and Measures

Product Dimensions without Stand (W/H/D) mm	1810 x 115 x 1055
Product Weight without Stand (Kg)	52
Mounting position	Landscape
VESA mounting (mm)	400 x 400



*1 Brightness depends on input mode and other picture settings. Brightness level will decrease slightly over the lifetime of the product. Due to the physical limitations of the equipment, it is not possible to maintain a precisely constant level of brightness. The terms HDMI, HDMI High-Definition Multimedia Interface, and the HDMI Logo are trademarks or registered trademarks of HDMI Licensing Administrator, Inc. All other brand names and product names may be trademarks or registered trademarks of their respective owners. All trademarks acknowledged. E&OE. Sharp Corporation October 2019. Ref: 20190 8M-B80AX1E 8pp Brochure.