

AQUOS®



The elegant AQUOS® 37"×1 LC-37D90U sets the standard for high performance combined with high style. It utilizes the next generation of Sharp's proprietary Advanced Super View/Black TFT Panel with Multi-Pixel technology, providing high brightness (450 cd/m²), 1200:1 Contrast Ratio, 6ms response time and wide viewing angles (176°H x 176°V). The LC-37D90U includes the Sharp Four-Wavelength Backlight System for enhanced color reproduction, as well as full HD spec 1920 x 1080 resolution. This model features a sleek titanium cabinet and has detachable speakers. In addition, the included table stand easily removes for wall mounting applications. A full complement of digital interfaces distinguish the LC-37D90U: Dual HDMI, DVI-I for PC compatibility, dual DTVLink (1394), RS-232C and HD component video inputs. Optional Wall Mount Brackets are also available: AN-37AG2 (Tilting) and AN-LCGWF (Flat).

Features:

Next-Generation 16:9 ASV LCD Panel from Sharp's state-of-the-art Kameyama factory producing enhanced 1200:1 contrast ratio and 6ms response time.

Four-Wavelength Backlight System provides enhanced color reproduction with deeper, more vivid reds than previously possible.

Multi-Pixel Technology divides each pixel into two sections and adds an advanced driving system to provide 60% improved color reproduction at wide viewing angles.

Wide Viewing Angles (176H° x 176V°) Sharp's AQUOS viewing angles are so wide, you can view the TV clearly from anywhere in the room!

High Brightness (450 cd/m²) AQUOS Liquid Crystal Televisions are very bright. You can put them anywhere – even near windows, doors or other light sources – and the picture is still vivid.

High Contrast Ratio (1200:1) provides incredible images whether you're watching dark or bright scenes.

Digital Interfaces include dual HDMI inputs, DVI-I for PC compatibility, dual DTVLink (1394), RS-232C for custom installations and HD component video inputs.

Full HD Spec 1920 x 1080 resolution displays HDTV programs in 1080p with a true 16:9 aspect ratio.

Specifications

Model Number	LC-37D90U
Screen Size*1	37"
Panel Type	Advanced Super View / Black TFT LCD Panel
Pixel Resolution	1920 x 1080
Brightness	450 cd/m²
Lamp Life*2	60,000 hrs.
Viewing Angles	176°H x 176°V
Audio System	10W + 10W
Tuning System	ATSC / QAM / NTSC
Contrast Ratio	1200:1
Aspect Ratio	16:9
Quick Shoot Response Time	6ms
Color Temperature	Selectable: 13000°K, 9500°K, 8000°K, 6500°K, 5000°K (values are approximate)
View Modes	Sidebar, Smart Stretch, Stretch, Zoom, Dot by Dot (for PC), Normal (for PC)
DVI-I Input	DVI-I x 1 (1080p compatible)
RS-232C Input	9-pin mini D-Sub x 1
HDMI Input	HDMI x 2 (1080p compatible)
HD Component Input	Y/Pr/Pb x 1
S-Video Input	4-pin DIN x 1
Composite Video Input (A/V)	RCA x 3
Audio Inputs	RCA L/R x 3
Audio Outputs	Optical Digital Audio x 1
DTVLink	1394 x 2
Backlight	Four-Wavelength
Limited Warranty*3	1 year parts and labor
Cabinet Color	Titanium
Speakers	Detachable
Table Stand	Included
Optional Wall Mount Brackets	AN-37AG2 (Tilting) AN-LCGWF (Flat)
Power Consumption AC	230W
TV Dimensions (w x h x d) (in inches) TV, Stand and Speakers TV and Stand TV and Speakers TV only	36-39/64 x 28-45/64 x 12-3/64 36-39/64 x 28-45/64 x 12-3/64 36-39/64 x 26-9/64 x 4-51/64 36-39/64 x 23-1/32 x 4-51/64
TV Weight (in pounds) TV, Stand and Speakers TV and Stand TV and Speakers TV only	57.3 TBD TBD TBD
UPC	074000363267

*1 Actual screen size 37-1/64" measured diagonally.

*2 The typical period of time after which the lamp's power output will have decreased by about half, given that the AQUOS is used continuously in a 77°F room under standard lighting and brightness conditions.

*3 See warranty statement included in the product operation manual PDF download at www.sharppusa.com.

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