Japanese firms exhibit high-end TVs at U.S. electronics show

The Associated Press

LAS VEGAS, Nevada, Jan. 8 (Kyodo) — Japanese electronics firms are exhibiting high-end televisions with better profitability at the world's top electronics show which started in the United States on Tuesday, aiming to shore up their slumping operations amid fierce price competition especially for smaller models.

At the 2013 International Consumer Electronics Show in Las Vegas, Sharp Corp. is displaying for the first time its 70-inch liquid crystal display TV with "4K" technology, which displays images four times sharper than current high-definition resolutions.

The slumping electronics maker plans to begin selling the TV under its Aquos brand in the United States sometime between October this year and March next year.

Sony Corp. is unveiling a prototype of a 56-inch organic electroluminescence TV with 4K technology, which it has developed jointly with Taiwanese company AU Optronics Corp.

Japanese firms are placing emphasis on value-added models as they struggle to turn around their TV businesses hit hard by sluggish demand after a surge leading up to July 2011 shift in Japan to terrestrial digital broadcasting, as well as intense price competition with South Korean and other rivals.

South Korean competitors LG Electronics Inc. and Samsung Electronics are also showcasing TVs with 4K resolution at the show. LG is expanding its 4K TV lineup, announcing 65- and 55-inch TVs in addition to an 84-inch model launched already.

At the electronics show, Panasonic Corp. President Kazuhiro Tsuga is scheduled to deliver a speech.

The struggling electronics maker based in Osaka Prefecture is showcasing its latest beauty devices such as dryers and steamers, along with audiovisual products including its Viera brand TV sets and digital cameras.

Source URL (retrieved on *05/19/2013 - 5:47am*):
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