

## **Sharp's ePoster Display Module Eliminates Paper Signage Expense and Waste**

**MONTVALE, N.J. – April 3, 2025**—Today, Sharp announced its new 28.5-inch ePoster display. The 2160 x 3060 display module enables an ultra-low-power alternative to the expense and material waste of A2 (420 mm x 594 mm) poster printing.

ePoster technology incorporates Sharp's IGZO backplane, which enables high resolution and very thin borders for sleek mechanical designs. The display boasts stunning visuals with a 60k color gamut and a zero-power static image display thanks to the incorporation of E Ink's Spectra 6 technology. Its 30% reflectivity negates the need for the backlight required in traditional transmissive LCDs. This low-power operation eliminates many of the challenges of using traditional LCDs for paper replacement and creates more efficient and flexible digital signage options for businesses of all kinds. Key applications for the ePoster include:

- Advertising
- Cinema
- Education
- Healthcare
- Hotels & Hospitality
- Lobbies
- Restaurants
- Retail

### **ePoster Eliminates Many Limitations of LCDs for Signage Applications**

The high power consumption of traditional LCDs requires incorporating reliable power sources and ensuring proper cable management. These factors can limit the placement options for signage, especially in installations where running power lines may be impractical and increases installation and operational costs.

In environments with bright ambient light, achieving consistent visibility may require operating an LCD at higher brightness levels, further increasing power demands and generating additional heat. This heat necessitates thermal management solutions such as ventilation or active cooling, adding bulk to the design and complicating manufacturing. Additionally, the LCD panels' weight and structural requirements make mounting hardware more complex and limit installation flexibility.

ePoster technology's low power operation and high viewability are revolutionizing the industry by enabling thin, lightweight panels and enabling battery, PoE, or PoWiFi installation. The ePoster also enables finished products compatible with cloud-based Content Management Software (CMS) currently deployed in the market.

### **Sharp Eyes Potential Product Line Expansions**

In addition to the new 28.5-inch A2 paper/poster replacement module, Sharp's product development roadmap includes A0, A1, and A3 sizes to meet the widest range of applications.

### **Availability and Pricing**

Visit our [Contact page](#) to find a Sharp Representative in your area for sample parts and pricing.

### **About Sharp Electronics Corporation, Device Division**

Sharp Electronics Corporation, Device Division (SECD) drives innovative display solutions to market. The world's leading manufacturers of consumer and business technologies look to Sharp for the products, expertise, and worldwide support they need to make their visions a reality. For more information, visit us at [www.sharpsecd.com](http://www.sharpsecd.com).