



# 8M-B80AX1U

80" Class (80.5" diagonal) 8K Ultra-HD LCD display

**SHARP**<sup>®</sup>



# Making the invisible visible.

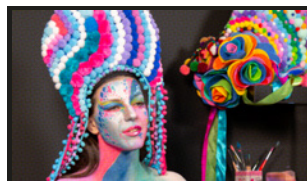
Clearly see every little detail like never before with the best 8K professional display on the market.

The 8M-B80AX1U 8K 80" Class (80.5" diagonal) 8K 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 7,680 x 4,320 screen provides an exponential step up in terms of image detail with 16x the pixel resolution of Full-HD 1,920 x 1,080 (or 4x the pixel resolution of 4K 3,840 x 2,160).

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. 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 Sharp professional 8K displays, with 800 cd/m<sup>2</sup> (or up to 4,000 cd/m<sup>2</sup> Peak Level), the 8M-B80AX1U HDR (High Dynamic Range) technology also expands the contrast and color range significantly. It means that the bright parts of an image get brighter, adding greater depth, and colors 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 color gradation



Sharp 8M-B80AX1U 10-Bit Extended Color Range



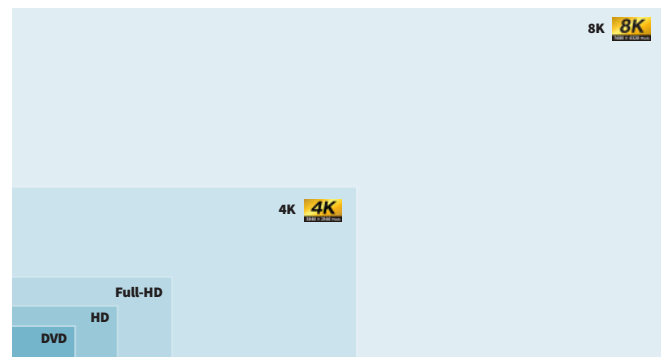
More color and enhanced accuracy with 10-bit Extended Color Range



### More color, more precision

The 8M-B80AX1U's 10-Bit Extended Color Range delivers superior image realism and significantly enhanced color accuracy. It increases the range of possible color values in each pixel up to 1.07 billion colors, 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 colors of different body panel sections. It also offers real benefits for the forensic examination of very high-resolution images, such as ancient artefacts for museum exhibits, and surveillance at large sporting events to identify individuals by their clothing.

In addition, with more than 5x 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 some 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, non-patient medical applications such as teaching.



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

# Essential for high-performance business.

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

The 8M-B80AX1U 8K display's superior image realism, with clear colors and sharper definition, delivers significant benefits in some of the world's most data intensive business environments.

## Clearly better designs

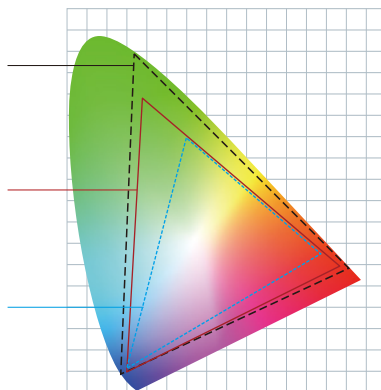
Businesses are creating increasingly sophisticated digital drawings, designs and blueprints using Computer Aided Design (CAD) or Computer Aided Manufacturing (CAM) applications. The one limiting factor has been the ability to display this information with exceptional color accuracy and contrast precision—until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

With the 8M-B80AX1U 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 and international program exchange.

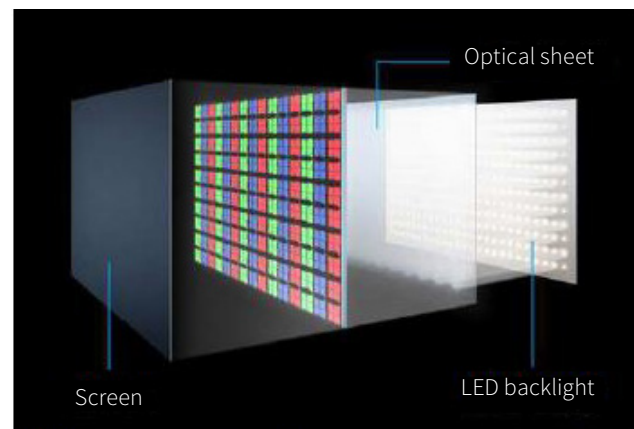
Sharp 8K 8M-B80AX1U professional display covers 82% of color gamut according to the ITU-BT 2020.

Parameter values for **HDTV** systems for production and international program exchange.



## Bringing video to life

High quality video production is obviously essential in the TV and Broadcasting industry. So the 8M-B80AX1U allows businesses to edit extremely high-resolution graphics and video and create incredibly realistic content.



Extraordinary contrast delivered via Full Array LED backlighting with local dimming capability.



NASA published the first 8K video shot from the International Space Station in November 2018.<sup>2</sup>

### 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 such as energy businesses, financial centers 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.

<sup>2</sup> Source: [go.nasa.gov/2qnn4fK](https://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-B80AX1U 8K display also helps businesses to reduce costs, enhance operational efficiency and work more productively.

Its 80" Class (80.5" diagonal) 8K LCD panel makes it possible to display up to 16x Full-HD 1,920x1,080 images on one screen, but even fine text and images are still crystal clear. Especially as it has:

- A static contrast ratio of 3,000:1, which maximizes 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) is moving forward with R&D on a full-featured 8K production system aiming for the 2020 Tokyo Olympic and Paralympic Games.<sup>3</sup>*



### Instantly more professional

Whatever your business needs, the 8M-B80AX1U's built-in USB Media Player ensures that you can get started immediately. 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 a standalone configuration, without any additional bulky kits 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-B60A 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 has 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-B80AX1U 8K display.

<sup>3</sup> Source: [bit.ly/2UqxH2X](https://bit.ly/2UqxH2X)



# Specifications

## General

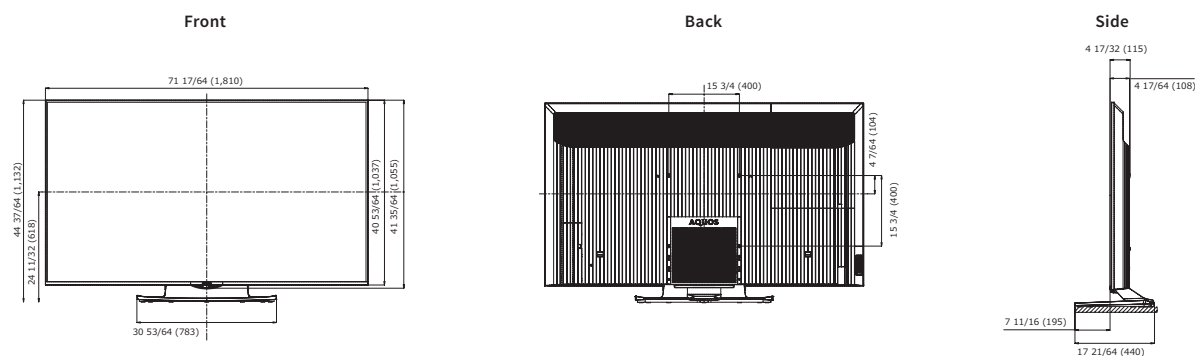
Native Resolution (Pixels)	7,860 x 4,320 @ 120Hz
Diagonal Size (inches)	80" Class (80.5" diagonal)
Aspect Ratio	16:9
Viewing angle	176°
Backlight	Direct white LED
Display Colors	10 Bit (12 Bit equivalent)
CIE1976 xy Cover Ratio vs ITU-R BT.2020	82%
HDR: PQ / HLG	Yes / Yes
Brightness (cd/m <sup>2</sup> )	800 (Peak brightness 4000)
Static contrast ratio	3,000:1
Response time in ms (grey to grey, avg.)	8
Speaker output power in W	2 x 20 + 30 Subwoofer
Input Terminals	8K:1(HDMI x4), 4K/2K: (HDMI x4), PC (Analog RGB x1), USB x2, LAN x1, Video/Audio (3.5mm x1), Audio Headphones (3.5mm x 1)
Output Terminals	Audio: Analog (3.5mm x1), Digital (optical x1)
Display Control LAN	RS232C(USB)
Operating time (daily hours / weekly days)	16/7
Operating Temperature	0 – 40°C
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/D/H) inches	71 <sup>17</sup> / <sub>64</sub> x 4 <sup>17</sup> / <sub>32</sub> x 41 <sup>35</sup> / <sub>64</sub>
Product Weight without Stand (lbs.)	114.7
Mounting position	Landscape
VESA mounting (mm)	400 x 400



Units: inch (mm)



\*1 Enabled via firmware update June 2019. \*2 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.