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News Release

FOR IMMEDIATE RELEASE

Sharp Electronics of Canada Ltd. Launches New M Series Standard Laser Projectors

Mississauga, ON – August 26, 2024 – Sharp Electronics of Canada Ltd. (SECL) is excited to announce the launch of the new Sharp M Series projectors – the [XP-M421W-W](#) and [XP-M401H-W](#) – in Canada. These new projectors represent the latest advancements developed from NEC's renowned projection expertise under the Sharp brand, offering Canadian customers a compact, lamp-free laser projector that requires minimal maintenance and delivers exceptional performance.

Maintenance-Free Operation

The Sharp M Series projectors provide a reliable, long-term solution with a low total cost of ownership. Featuring a robust laser light source and DLP (Digital Light Processing) technology, these projectors eliminate the need for lamp replacements and filters, ensuring years of hassle-free operation.

Eco-Friendly and Compact Design

Designed with sustainability in mind, the M Series projectors are available in 4,000 lumen and 4,200 lumen models. The external power supply, compact cabinet, and ECO Mode™ technology reduce power consumption and increase operational life up to 20,000 hours. This design not only promotes energy conservation but also minimizes waste and enhances logistics efficiency by optimizing packaging and shipping.

Easy to Use

The Sharp M Series projectors offer simple and intuitive operation, making them ideal for classrooms, meeting spaces, and other professional environments. Direct power-on functionality allows users to start presentations quickly, maximizing productivity and minimizing downtime.

"We are proud to introduce the M Series projectors to the Canadian market, continuing NEC's legacy of quality and innovation under the Sharp brand," said Rolland Manger, Senior Director, Marketing & Business Planning at Sharp Electronics of Canada Ltd. "These projectors offer a perfect blend of sustainability, reliability, and ease of use, meeting the diverse needs of our customers."

"The new M Series projectors reflect our commitment to providing high-quality, eco-friendly solutions," added Kalden Tsung, Product Marketing Manager, Visual Solutions, Sharp Electronics of Canada Ltd. "These projectors help organizations reduce their carbon footprint while delivering exceptional performance."

Sharp maintains a best-in-class warranty for up to 20,000 hours or 5 years. To learn more about Sharp's new M Series projectors, please visit sharp.ca.

About Sharp Electronics of Canada Ltd.

Sharp Electronics of Canada Ltd., a subsidiary of Sharp Electronics Corporation, is a leading provider of business solutions and consumer electronics. Our consumer products include state-of-the-art home appliances such as microwaves, refrigerators, and air purifiers, designed to elevate daily living. For businesses, we offer advanced office solutions including multifunction printers, professional displays, and interactive touchscreens that enhance productivity and collaboration. Committed to excellence, innovation, and customer satisfaction, Sharp Electronics of Canada Ltd. strives to meet the diverse needs of our customers. Our innovative products and solutions are designed to improve efficiency and productivity, enhancing the quality of life. Explore more at sharp.ca and stay updated by following our [LinkedIn page](#).

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