

all areas that are going to be huge opportunities for that global display market and things you can tap into with our support.”

Quiroz noted that Sharp has the “broadest display line in the industry,” including dvLED [Direct View LED] technology, “the future of the display market,” across the full line of Sharp display models. “Our total cost of ownership is industry leading,” he said. “We have that key differentiator, not only in the cost itself, but also in the warranties that we provide ... Over the last five years, we’ve shipped over a quarter million large-format displays. The failure rate on those displays is around a half a percent. What that means is happy customers at higher service margins; that’s what’s it all about in this display business.”

Shifting gears to Sharp’s laptops, “our Dynabooks by Sharp have all the capabilities that today’s B2B customers need,” Quiroz said. “The quality is unmatched. We’re the only PC manufacturer that engineers, tests and builds our own laptops, resulting in some of the lowest failure rates in the industry.”

There is currently an opportunity to “capitalize on the major refresh that’s coming in the notebook space,” Quiroz said. “You’re already the trusted provider for your customers on the document side, which makes adding notebooks just natural.” He noted that,

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globally, there are about 67 million Windows education laptops that will soon be refreshed as a result of the COVID-19 pandemic era, when there was a “rush to go out and get computing capabilities.” With the end of Windows 10 support and what AI is now doing with the requirements for computing capabilities, “you have about another 90 million devices [globally] that will be refreshed,” he said. “So, we’re talking about 157 million devices [globally] that [will be] required to be refreshed over the next 18 months.”

Quiroz closed his presentation by emphasizing that the goal with displays and notebooks is to add “incremental business and growth to your great dealerships.” Sharp’s dealers are “already the consultative sales experts,” he said. “So, these are a couple of new technologies that allow you to add to that ... We’re here whether you need all the help in the world to deliver on an A/V or PC deployment, or if you just want some guidance. But that’s the key and that’s what you’ve heard throughout the entire day today — that Sharp is here, we will be here and we’re here to support you long term.” ■

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