

GALAPAGOS tablet terminal to be launched in the Japanese market

Intelligence Evolution

Charles Darwin, a British geologist and biologist, visited the Galapagos Islands and formulated his “theory of evolution”, stating that “*in the struggle for survival, the fittest win out at the expense of their rivals because they succeed in adapting themselves best to their environment*”.

Now

A further evolution is needed to adapt to the ever-expanding data content linked by complex networking systems.

GALAPAGOS

A new cloud-based media service integrating technologies and user interfaces cultivated in Japan, which will continue to evolve to match consumer needs. This new e-book reader will be launched in the Japanese market.

A new theory of evolution for the e-book will start with Sharp’s GALAPAGOS.

<Reference>

New Brand Name “GALAPAGOS”

Sharp Corporation will launch a cloud-based media service business to offer a new media content service that matches diversified consumer needs. The new service will adapt to new lifestyles by using networking services.

Sharp will offer the service integrated with hardware, which will continue to evolve even after the purchase of the product. It is completely different from the previous business model of just offering new products to consumers.

The word “GALAPAGOS” is used to represent the unique mobile handset market in Japan, and Sharp regards GALAPAGOS as a positive terminology.

“GALAPAGOS”, once regarded as a negative word to represent the isolated market in Japan, will now represent a global-standard tablet terminal with cutting-edge technology and know-how cultivated in Japan, integrated with global de-facto standard technologies.

Charles Darwin, a British geologist and biologist, formulated his “theory of evolution” while visiting the Galapagos Islands, stating that *“in the struggle for survival, the fittest win out at the expense of their rivals because they succeed in adapting themselves best to their environment”*.

The new brand name “GALAPAGOS” represents a global standard tablet terminal continuing to evolve and adapting to changes.

Sharp aims for three categories of evolution.

The first evolution will be “the evolution of product and service”. Sharp will offer a product which keeps evolving, with service to improve consumer satisfaction.

The second evolution is “the evolution of the business model”. A closed business model will not be able to support diversified consumer needs. Sharp will actively partner with companies in other industries to match diversified consumer needs.

The third evolution is “evolution to adapt to the environment”. Based on the cutting-edge technologies and know-how that satisfy demanding Japanese users, Sharp will continue to launch products and services matching the culture and lifestyle of each country/region.

Sharp will offer products and services to match the culture and lifestyle of each country/region, based on the technologies and know-how cultivated in Japan’s demanding telecommunication market.

We will continue to strive for the development of “GALAPAGOS” based on these three evolutions.