

Sharp 55HR7265E TV 139.7 cm (55") 4K Ultra HD



Model: 55HR7265E

Manufacturer: SHARP

EAN: 5905683272940

Product Code: 652970

R11,525

The entertainment you love. With a little help from Google.

Upgrade gaming experience with new 120/144Hz refresh rate capability and VRR feature of HDMI .
Unleash the full potential of your TV with gaming adventures. Get ready to conquer new gaming heights with Dolby Vision and Dolby Atmos to enjoy visual and sound engagement to the game.

The entertainment you love. With a little help from Google. Google TV brings together movies, shows and more from across your apps and subscriptions and organizes them just for you.

A colourful world of AI picture processing (Artificial Intelligence)

AI is improving our world and enhancing the TV viewing experiences like never before. But how does it work in TV's? AI algorithms analyse content frame by frame and detect objects such as faces, trees, buildings, the sky etc. For each detected object area AI is applying the best optimized picture

settings and as the result the entire scene looks more natural, detailed and colourful, having

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adjusted noise reduction, backlight, saturation or contrast. This results in colours that are more natural, details crisper, and the movie motion smoother. AI is also used for 2K to 4K upscaling with better results than ever. That's the beauty of AI picture processing!

Full cinematic experience with AQUOS Wireless Surround

The HR7 Series TV is compatible with the AQUOS Wireless Surround by Sharp, a modular system where you choose the level of immersion. Simply add a subwoofer for deeper bass, or rear speakers for theatre style surround sound. Combined, they bring the full cinematic experience to your living room with Dolby Atmos and DTS:X. You won't need extra software or external devices – AQUOS Wireless Surround speakers connect wirelessly to the HR7 Series TV allowing you to place them anywhere in your space.

Support for the best 3D sound standards – Dolby Atmos and DTS:X

The excellent audio system of the Sharp HR7 series TV has been further enhanced with the most advanced technologies for object-based surround sound such as Dolby Atmos and DTS:X. These technologies fill your room with surround sound that perfectly fits whatever you are watching.

Brilliant colours and high picture dynamics with QLED Quantum Colour Technology

The new Sharp HR7 series uses the ultra-modern VA LCD panel with a direct LED backlight and a Quantum Dot (QLED) layer. It provides the widest range of colour reproduction currently available in LCD TVs. This translates into perfect colour reproduction of not only the most saturated parts of the image, but also significantly improves tonal transitions, realistically reproducing colours and skin tones, as well as the nuances of a blue sky or the greens of an ocean. The Sharp HR7 series TV can reproduce up to 92% of the colours in the DCI.P3 gamut and up to 78% of the BT.2020 gamut. These are truly stunning results, and you can see the difference with the naked eye!

Dolby Vision IQ for 12-bit colour HDR content support

Dolby Vision IQ is one of the highest incarnations of the HDR standard. It surpasses “ordinary” HDR in many respects, not only in the number of bits describing the image. Firstly, Dolby Vision provides metadata describing the lighting and colour conditions for each individual frame. This especially impacts the quality of feature-length materials that are rich in both light and dark scenes. For each of these scenes, you can define separate settings, which ensures better reproduction and perception of the scenes. Today, almost every leading streaming platform offers movies and series compatible with Dolby Vision, so that you can watch it on your new Sharp HR7 series in stunning quality.

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AQUOS Smooth Motion estimation and compensation for the smooth picture motion

To ensure perfect image quality, especially in scenes with fast-moving objects, the Sharp HR7 series TVs are equipped with the AQUOS Smooth Motion smoothing system working up to 144Hz screen refresh rate. The Artificial Intelligence (AI) system implemented in the ultra-efficient image processor analyses the image “frame by frame” taking moving objects into account and, if necessary, generates additional frames to increase smoothness. The user has full control of the AQUOS Smooth Motion system, and for purists who want to watch content without additional processing – in full cinematic style – it can be turned off.

Light sensor for automatic brightness adjustment

The Sharp HR7 Series TV delivers beautifully bright images, but ambient lighting conditions change dynamically throughout the day, and manual brightness changes can be a hassle. An evening cinema session with the full brightness suitable for the middle of a clear day is not necessarily the best experience. That is why the new Sharp HR7 series TV is equipped with an ambient light sensor that automatically and intelligently adjusts the backlight and panel brightness which can be also used in the Dolby Vision IQ HDR content. The automatic brightness function has another advantage – it saves the energy. Your Sharp HR7 Series knows exactly which settings are optimal for the moment, increasing your comfort and lowering your energy bills. You don't have to do anything but enjoy your favourite show.

The entertainment you love. With a little help from Google.

Browse 400,000+ movies and TV episodes from across your streaming services — in one place, and organized by the genres and topics that interest you the most. Discover new movies and shows based on what you've watched and what interests you and you can even update your watchlist and control your TV — all from your phone. Plus, ask Google Assistant to find movies, stream apps, play music, and control the TV – all with your voice.

Ultimate gaming experience with low input lag and 144Hz Gaming Engine

Two HDMI ports (4K@144Hz) of the new Sharp HR7 series TV are equipped with the latest and fastest HDMI connector standard so that you can enjoy all the benefits provided by the latest video and audio devices, as well as PCs and consoles. That means you can use the extended eARC feedback functionality, which is important for connecting to soundbars or amplifiers decoding Dolby Atmos or DTS:X surround sound. The ALLM function switches the TV set to low-latency mode by

turning off all post-processing functions when you connect a console or PC. Modern consoles (XBOX

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Series X and PS5) can be connected to the HR7 series via 120Hz HDMI input. Running games at 120fps not only makes games look silky smooth in motion but also makes games feel more responsive, thanks to the lower input latency and higher framerate on offer. If you're going to connect a Gaming PC to HR7 series, it is ready for 144Hz refresh rate! You'll find all these features in the new Sharp HR7 Series TV.

AMD FreeSync™

AMD FreeSync technology puts an end to choppy gameplay and broken frames with fluid, artifact-free visuals at virtually any framerate (up to 144Hz). Behold the next breakthrough in PC and console gaming experiences. Every AMD FreeSync™ display goes through a rigorous certification process, testing its refresh rates, latency, HDR color & luminance accuracy and much more, to guarantee a great user gaming experience!

Control your TV with your phone

Use the Google TV app to control your TV right from your mobile device. Now you can find something great to watch even when the couch has eaten your remote. And you can use your phone's keyboard to quickly type complicated passwords, movie names or search terms.

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