

## Sharp: Apple TV Panel Supplier?

Written by Marco Attard  
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According to Chinese news site 21cbh.com, Sharp is the display panel supplier for the long rumoured Apple TV set-- and Foxconn expects to receive LCD panels for such a TV around Q3 2012.



Apparently Foxconn expected to start receiving Apple TV panels on Q4, but now the schedule has changed... rumours instead suggest the Apple TV set will hit the market "before the 2012 holiday season."

Foxconn owns a 10% stake in Sharp, with a deal prompting speculation on how the 2 companies plan to enter the supply chain for the now legendary Apple TV set. Sharp already supplies Apple with iPad Retina displays.

Meanwhile Topeka Capital Markets analyst Brian White adds to the rumours, saying Apple plans to use "a special type of motion detection technology on the future full blown Apple TV" together with a special iPad-style remote control with plastic (rather than aluminium) construction.

White also calculates Apple could generate up to \$10 billion in sales should it manage to take over just 2% of the LCD TV market.

Go [Foxconn Rumoured to Begin Receiving Apple TV LCDs in Q3 2012 \(AppleInsider\)](#)

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Go [Apple Television to Ship in Time for the Holidays?](#)