**Ein Bild, das Schrift, Grafiken, Logo, Text enthält.

Automatisch generierte Beschreibung**

Which TV is right for me and how do I set it up correctly?

*A guide from Sharp for anyone planning to buy a TV.*

**Ein Bild, das Gebäude, Text, Screenshot, Mobiliar enthält.

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**A new TV should fit into the respective room. Our guide will help you make the right choice.**

**Buying a new TV is often more than just buying, unpacking and setting up. Especially the step before that, the selection, raises many questions: What size do I need? What do all the abbreviations in the description mean? How much money do I need to spend on a good set?**

**The Sharp TV buying guide explains the most common TV technology terms such as LED, QLED, OLED, Full HD and 4K/UHD and helps you to find the right technology to suit your budget and expectations.**

## The (right) size matters

One thing is certain: The size of your TV affects the viewing experience. A screen that is too small can hide important details, while a screen that is too large can cause unwanted effects or even eye strain if the viewing distance is too short. The perfect size depends on the available space, personal media consumption and individual preferences.

## Important factors when choosing the ideal TV

The distance between your seat and the TV set is decisive for the screen size. A common rule of thumb is that the seating distance (in inches or centimetres) should be around 1.5 to 2.5 times the screen diagonal.

Short distances: TVs with 32 to 43 inches (81 to 109 cm diagonal) are sufficient for a seating distance of 1.5 to 2 metres.

Medium distances: From 2 to 2.5 metres, a TV with 43 to 55 inches (109 to 140 cm) is recommended.

Longer distances: For distances of 2.5 to 3 metres or more, sets from 65 inches (approx. 165 cm diagonal) are suitable.

Ein Bild, das Wand, Im Haus, Zimmerpflanze, Bilderrahmen enthält.

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The largest TV is not always the right choice for a room.

## Resolution, pixel density & technology

The picture quality depends on the resolution. With Full HD (1080p), a greater viewing distance is important so that individual pixels are not visible. More modern 4K or 8K devices offer more detail even at a shorter distance and enable larger screens without any loss of sharpness.

Important terms you should know before buying:

1. LED (Light Emitting Diode)

LED TVs are based on an LCD panel that is illuminated using LED backlighting. There are two main variants:

* Edge-Lit: LEDs at the edges of the panel can lead to uneven illumination.
* Full-Array (Backlit): Evenly distributed LED backlighting ensures better zone control and contrast.

Advantage: Favourable price-performance ratio and good brightness values.

Perfect for: Classic television, value for money and well-darkened rooms.

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| Ein Bild, das Im Haus, Fernsehen, Wand, Display enthält.  KI-generierte Inhalte können fehlerhaft sein. | Ein Bild, das Im Haus, Wand, Mobiliar, Inneneinrichtung enthält.  KI-generierte Inhalte können fehlerhaft sein. |

1. **1 QLED (Quantum Dot LED):**

QLED displays are LCD panels with an additional quantum dot layer. These nanocrystals improve colour reproduction by precisely converting light into vivid colours.

Advantages: Impressive colour fidelity and often better peak brightness levels.

Perfect for: Buyers who appreciate a bright picture with intense colours and sit in rooms with lots of ambient light.

1. **2. OLED (Organic Light Emitting Diode)**

Unlike LED or QLED panels, OLED does not require a separate backlight as each pixel is self-illuminating.

Advantages: Outstanding blacks, excellent contrast and almost ideal viewing angles.

Perfect for: Cinema and gaming fans who prefer a particularly homogeneous picture. Due to the high manufacturing costs, however, OLEDs are often in the higher price segment.

Ein Bild, das Wand, Person, Im Haus, Spiel enthält.

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Important: What will the TV primarily be used for?

## Full HD vs. 4K/UHD (and why 8K?)

The following terms describe the number of pixels that a TV can display. The more pixels, the clearer the picture.

**Full HD** (1080p) offers 1920 × 1080 pixels.

**4K/UHD** (Ultra High Definition) offers 3840 × 2160 pixels, four times as many as Full HD. 4K and UHD are used interchangeably, although they have slightly different values in the film industry, which is irrelevant when buying a TV.

**8K televisions** offer a particularly large home cinema experience and are a future-proof investment. With a resolution of 7680 × 4320 pixels - four times as many as 4K - they deliver extremely sharp, detailed images, especially on large screens and at short viewing distances. Modern 8K TVs utilise powerful upscaling technologies (as do 4K TVs) to reproduce lower resolution content at the higher resolution specified.

However, the range of genuine 8K content is currently still very limited, meaning that for many users a 4K TV is sufficient in terms of price-performance ratio.

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| **Checklist** To summarise, the following four points will help you find the ideal TV:  **1. room and lighting conditions:**  - In darker rooms, OLEDs offer the best viewing experience due to their true blacks.  - In bright rooms, QLED or LED TVs are often ahead due to their higher brightness.  **2. area of application:**  - For film evenings, gaming or demanding picture content, it is usually worth investing in OLED or QLED with 4K/UHD, as contrasts and details are crucial here.  - For everyday use or smaller rooms, a smaller QLED or FullHD may well be sufficient.  **3.Budget:**  OLEDs and 4K/UHD models are often more expensive, but offer the latest picture technologies. QLED and classic LED TVs offer a balanced price-performance ratio.  **4. future-proof:**  Media content and broadcasters/streamers continue to evolve. Many streaming services and broadcasters now rely on 4K/UHD, so investing in this technology can be beneficial in the long term. |

Ein Bild, das Text, Screenshot, Multimedia, Menschliches Gesicht enthält.

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One less thing to worry about: The most important apps from Netflix & Co or the broadcasters' media libraries are usually already pre-installed or available, as is the case with Sharp TVs.

## Conclusion

The perfect TV size depends on your room, viewing distance, desired resolution and budget. Plan thoroughly before you buy: measure the room and analyse your viewing habits. Technical features such as 4K or smart TV functions can improve media consumption. It could also be worth investing in a future-orientated model. Only then will the viewing experience be optimal and the new TV will fit like a glove in your home.

All the contents of this message can be taken over in part or in full at any time.

Sharp offers televisions in almost all the sizes and models mentioned here.

You can find an overview here.

If you have any questions, just send a short e-mail to sharp@rtfm-pr.de.

You can download a picture package with all products here.

Your Sharp PR team