



## **Mitsubishi Digital Electronics America Introduces Fully Featured 1080p LCD Flat Panel HDTVs in 37- and 46-inch Sizes**

**DENVER, Colorado — Sept. 7, 2006** — Mitsubishi Digital Electronics America, Inc., maker of award-winning high-definition home theater products, showcased four fully integrated 1080p high-definition flat panel liquid crystal display televisions at CEDIA today. The new LCD sets are loaded with advanced features that deliver the best high-definition experience possible. All four models are designed, engineered and built in North America, and each comes with Mitsubishi's exclusive third-generation upconversion system, Plush1080p<sup>®</sup>, which has been updated to include the latest 1080i to 1080p de-interlacing techniques.

The 37-inch Mitsubishi LT-37131 (\$3299) and LT-37132 (\$3499) models offer unmatched versatility and come on remote controlled, motorized swivel bases. The 46-inch Mitsubishi LT-46131 (\$4899) and Diamond LT-46231 (\$5199) models take advantage of Mitsubishi's Full Spectrum Color™ enhanced CCFL backlighting technology which reproduces over 90 percent of the NTSC color gamut, compared with 72 percent in standard LCD panels. Full Spectrum Color™ delivers images which are more intense, more vivid and more real to life.

These new Mitsubishi HDTVs deliver a cleaner, clearer picture from most any source, thanks to their digital processing and Mitsubishi's latest signal processing improvement, 4D Video Noise Reduction. Mitsubishi's 4D Video Noise Reduction adds an extra dimension to picture performance by using advanced algorithms to filter video noise more efficiently. Mitsubishi's 1080p LCD flat panel HDTVs with Tru1080p™ process 1920 x 1080p inputs without downconversion, delivering the full bandwidth of the incoming signal directly to the screen for a true two million pixel image.

All four models offer superior connectivity and convenience. Two HDMI™ inputs, an IEEE1394 interface, DVI-I and component inputs provide connection to almost any HD component, including HD cable and satellite boxes, high-definition gaming systems, the upcoming Blu-ray Disc™ and HD DVD™ digital video sources, and HD media center PCs. Each comes equipped with

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Mitsubishi's ClearThought<sup>®</sup> Easy Connect, which makes set-up a breeze by recognizing when a component is connected. The LT-37132 and the Diamond LT-46231 models are also loaded with TV Guide On Screen<sup>®</sup> and Mitsubishi's proprietary NetCommand<sup>®</sup>, which allows control of an entire home theater system from a single, illuminated remote. The Diamond LT-46231 also adds a deluxe, high style black gloss finish and a second simple remote control.

In separate announcements, Mitsubishi Digital Electronics America presented at CEDIA the industry's first line of 1080p DLP<sup>®</sup> HDTVs with a 6-Color Light Engine, and its new lines of 73" 1080p DLP<sup>®</sup> HDTVs, and LCD HDTVs.

### **Mitsubishi Digital Electronics America, Inc**

Mitsubishi Digital Electronics America, Inc. manufactures and markets a comprehensive line of premium quality 1080p DLP<sup>®</sup> HDTVs, LCD HDTVs and 1080p LCD Flat Panel HDTVs. Recognized as the world leader and innovator of large display high-definition televisions, Mitsubishi Digital Electronics America builds products that lead the industry in quality, performance and ease-of-use. For additional information about MDEA, visit [www.mitsubishi-tv.com](http://www.mitsubishi-tv.com).

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