



## **Mitsubishi Digital Electronics America Introduces New Line of HDTVs Creating a New Dimension in Television**

*Highlights Include New DLP® and LCD HDTV Enhancements and LaserVue™ Laser TV*

**IRVINE, Calif. — April 7, 2008** — Mitsubishi Digital Electronics America, Inc. today announced its new multi-dimensional HDTVs for 2008, which will take sight and sound to new heights for consumers demanding only the best in quality and performance from their HDTVs. New 2008 product highlights include thinner frame and brighter DLP® models and Ultra Thin Frame™ LCD HDTVs with improved sound capabilities.

Mitsubishi also has named its recently announced Laser TV, which will be branded as LaserVue™ and will be available to consumers in the 3<sup>rd</sup> Quarter of 2008.

“Because Mitsubishi has focused on large-format televisions for more than two decades, we have a unique understanding of our customers wants, needs and expectations from their HDTVs,” said Frank DeMartin, vice president, marketing, at Mitsubishi Digital Electronics America. “Our new 2008 HDTVs are a direct result of listening to our customers, and we have delivered multi-dimensional products that will take their viewing experience to a new level.”

### **The Big Picture -- New 1080p DLP HDTVs**

Mitsubishi continues to lead the competition with the largest DLP HDTV available at 73". The new 2008 product line will include three new 73" 1080p DLP HDTV models along with 60" and 65" sizes - all featuring thinner frames, increased brightness and 3D-ready capability. These new models also will leverage Mitsubishi's exclusive 6-Color Processor™ for extraordinarily vivid color reproduction.

“Mitsubishi's 1080p DLP HDTVs create a truly immersive 3D experience with picture quality that far exceeds that of previous 3D displays,” said David Naranjo, director of product development at Mitsubishi Digital Electronics America. "3D content is already available today via PC media systems



and our 3D- ready televisions will allow customers to take advantage of 3D formatted movie, sports, and video game content when available in the future."

Mitsubishi's Diamond DLP HDTV line offers the ultimate large screen performance and design. Exclusive Diamond features include Smooth120Hz™ to optimize fast action scenes and Dark Detailer™ for higher contrast imagery along with a high gloss design and Blue Light Accent.

The new DLP models will be available beginning in April. Manufacturer's Suggested Value Pricing is as follows:

**1080p DLP HDTVs**

WD-60735 - \$1,799.00	WD-65736 - \$2,499.00	Diamond WD-73835 - \$4,699.00
WD-65735 - \$2,199.00	WD-73736 - \$3,599.00	
WD-73735 - \$3,199.00	Diamond WD-65835 - \$3,399.00	

**More Picture and Sound in Less Space -- New LCD HDTVs**

Mitsubishi is introducing seven Ultra Thin Frame 1080p LCD HDTV models ranging from 40" to 52" putting Mitsubishi on the map as the only brand to offer consumers a complete line of Ultra Thin Frame LCD HDTVs. Mitsubishi reduced frame widths by more than 10 percent on all LCD models to under one inch. In addition to thinner frames, other new features include low-profile speakers offering improved sound, Smooth 120Hz™ Film Motion and GalleryPlayer® technology.

Mitsubishi's entire line of LCD HDTVs feature Smooth 120Hz Film Motion, taking 120Hz to the next level with dejudder for film originated content. In the conversion of film-to-video for display, 24Hz artifacts can be seen in slow panning scenes and Smooth 120Hz Film Motion eliminates this artifact for smooth, crisp, fast and slow action content. The new LCD additions also will continue to leverage 10bit Panels, 6-Color Processor, x.v.Color™ and Deep Color.

Consumers can turn a Mitsubishi LCD HDTV into a work of art with GalleryPlayer software, which enables display of stunning high-definition art and photography. Users can select images from GalleryPlayer's comprehensive library of licensed digital photography and reproductions from National



Geographic, The Metropolitan Museum of Art and others. Customers may download the GalleryPlayer software at <http://www.galleryplayer.com> and load on to a USB drive for installation in all Mitsubishi LCD HDTVs.

Mitsubishi's Diamond LCD HDTV line offers the ultimate flat-panel performance and design. Exclusive Diamond features include Variable Smooth120Hz Film Motion to optimize movie reproduction, a high performance, low profile speaker design for high-quality sound, DeepField™ Imager for higher contrast imagery and a high gloss design with Blue Light Accent.

Mitsubishi's LCD HDTV models will be available beginning May 2008. Manufacturer's Suggested Value Pricing is as follows:

**1080p Ultra Thin Frame LCD HDTVs**

LT-40148 - \$2,499.00	LT-52148- \$3,599.00	Diamond LT-52246 - \$4,499.00
LT-46148 - \$2,999.00	LT-52149- \$4,099.00	
LT-46149 - \$3,499.00	Diamond LT-46246 - \$3,799.00	

**True Dimension Experience™: LaserVue**

At the Consumer Electronics Show in January 2008, Mitsubishi launched a new category of large-format televisions with ground-breaking laser technology, and today the company announced the brand name for its new Laser TV -- LaserVue. As the first-ever laser-powered television, LaserVue will deliver a range of color never before seen in home entertainment. Precise and focused, the purity of laser light surpasses current high-definition technologies. Today's HDTVs display less than 40 percent of the color spectrum that the eye can see. Now, for the first time ever, laser produces twice the color. Laser beams provide the widest range of rich, complex colors, along with the most clarity and depth of field.

Mitsubishi LaserVue TVs not only provide the ultimate picture quality, they are also capable of delivering a true 3D viewing experience. In addition, they are environmentally friendly, consuming approximately one-half the power of today's LCD TVs, and approximately one-third the power consumption of plasma TVs.



“Mitsubishi has created a new category in television with laser technology and now we are creating an exciting new brand, LaserVue, which we believe consumers will come to equate with the industry’s best performing televisions,” continued DeMartin.

Mitsubishi will ship LaserVue televisions to authorized retailers in the 3rd Quarter of 2008.

**About Mitsubishi Digital Electronics America, Inc.**

Mitsubishi Digital Electronics America, Inc., the Official HDTV of The PGA TOUR, manufactures and markets a comprehensive line of premium quality 1080p DLP 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 and LaserVue, visit [www.mitsubishi-tv.com](http://www.mitsubishi-tv.com)

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LaserVue, True Dimension Experience, 6-Color Processor, Ultra Thin Frame, Smooth 120Hz Film Motion, Smooth 120Hz and DeepField Imager are trademarks of Mitsubishi Digital Electronics America, Inc. DLP is a trademark of Texas Instruments. x.v. Color is a trademark of Sony Corporation. GalleryPlayer is a registered trademark.

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