



Mitsubishi Digital Electronics America Announces Its 2010 Large Screen 3D DLP Home Cinema TVs

New Immersive Sound Technology and Streaming Internet Media Bolster 3D TV Experience

IRVINE, Calif.—April 8, 2010—[Mitsubishi Digital Electronics America, Inc.](#) (MDEA) today announced its 2010 line-up of large screen 3D¹ DLP[®] Home Cinema TVs, which integrate 16-speaker 5.1 channel Dolby[®] Digital surround sound and internet media streaming capability, delivering the ultimate 3D home entertainment experience. Offering the most 3D TVs in the industry, MDEA brings an unparalleled, immersive 3D experience home with its cinema-like 60, 65, 73 and mammoth 82-inch screen sizes.

MDEA has been selling 3D-ready TVs [since 2007](#), was the first to demonstrate 3D TV at retail, and has been showcasing 3D directly to consumers for over two years running. The 2010 line-up represents the fourth generation of 3D-ready TVs from MDEA. Its large screen 3D DLP Home Cinema TVs utilize the same core DLP technology that is used in the vast majority of 3D movie theaters. DLP technology is up to 1,000 times faster than LCD technology, providing for a more realistic, sharper 2D and 3D viewing experience.

“3D is a large screen, immersive experience, and we’re proud to offer consumers the most affordable line-up of 3D TVs available today, in cinema-like 60, 65, 73, and 82-inch screen sizes,” said Max Wasinger, executive vice president of sales and marketing, Mitsubishi Digital Electronics America. “3D represents the highest level and most advanced form of home entertainment, and we clearly see our 3D DLP Home Cinema TVs playing a key role in meeting consumers craving for the best, most advanced 3D home theater experience.”

Ultimate in Home Entertainment

Significant, new feature enhancements for 2010 3D DLP Home Cinema TVs include StreamTV™ Internet Media and Immersive Sound Technology. StreamTV™ enables instant access to an extensive library of high quality entertainment and social media content, featuring over 100 different applications



including Vudu movies, Pandora, Flickr, Picasa, Facebook, Associated Press, The New York Times and more.

The newly integrated Immersive Sound Technology utilizes a 16-speaker 5.1 channel Dolby® Digital surround sound system to deliver perfectly balanced home theater audio, without the need for separate components. Diamond 838 models of MDEA 3D DLP Home Cinema TVs now join 3D sound with a brilliant 3D picture, for the ultimate in home entertainment.

All 638, 738, and Diamond 838 series 3D DLP Home Cinema TV models for 2010 include 3D DLP Link, Brilliant/Bright/Natural and Game Modes, Plush 1080p, 3 HDMI with CEC, HDMI-PC Compatibility, 2 Component/Composite Video Inputs, and MDEA's exclusive 6-Color Processor™ which provides significantly more color reproduction than typical flat panel TVs.

The MDEA 738 series is available in 60, 65, 73, and 82-inch screen sizes, and offers StreamTV™ Internet Media, USB Wireless N Network Adapter Compatibility, Plush 1080p 5G 12-bit Video processor, Smooth120, EdgeEnhance™, DeepField Imager™, Advanced Video Calibration, and Universal Remote Control.

MDEA's Diamond 838 series boasts three premium 3D DLP Home Cinema TVs in 65, 73, and 82-inch screen sizes. In addition to all features within the 638 and 738 series, each Diamond model includes 16-Speaker Immersive Sound Technology with 32W total system power, Bluetooth® A2DP Audio Streaming, Center Channel Mode, Surround Channel Outputs, Subwoofer Output, Dark Detailer, PerfectColor™, PerfecTint™, ISFccc® Advanced Video Adjustments, 4 HDMI with CEC, NetCommand, and Wired IR Input.

“With the advent of the unprecedented box office success of 3D feature films such as Avatar and Alice in Wonderland, it is clear that consumers have fully embraced the large screen 3D experience,” said Frank DeMartin, vice president of marketing, Mitsubishi Digital Electronics America. “The thrill of 3D is to feel as though you are a part of the action, and our mammoth 82-inch 3D DLP Home Cinema TV



delivers that immersive experience in the home by featuring three to four times the viewing area of a small screen 46-inch flat panel 3D TV.”

Availability and Suggested Retail Pricing

638 Series

WD-60638 - \$1,199.00 WD-65638 - \$1,499.00 WD-73638 - \$1,999.00

738 Series

WD-60738 - \$1,399.00 WD-65738 - \$1,799.00 WD-73738 - \$2,399.00
WD-82738 - \$3,799.00

838 Series

WD-65838 - \$2,199.00 WD-73838 - \$2,799.00 WD-82838 - \$4,499.00

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About Mitsubishi Digital Electronics America, Inc.

Mitsubishi Digital Electronics America, Inc., manufactures and markets a comprehensive line of premium quality 1080p 3D DLP Home Cinema TVs and Unisen™ Immersive Sound LED TVs, along with the world’s first laser TV: LaserVue®. 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.

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¹Mitsubishi 3DTVs (738 and 838 series) currently support the side-by-side 3D signal format. For support of other 3D formats, such as top-bottom and frame packing (3D Blu Ray standard), Mitsubishi 3DTVs will require the use of a 3D source device that outputs the 3D checkerboard format or a 3D source device coupled with the Mitsubishi 3D adapter. In all cases an emitter and matching 3D active shutter glasses or DLP Link active shutter glasses are required in order to view 3D content.

In order to display 3D images, Mitsubishi 3D Ready DLP Home Cinema TVs require the use of a 3D source device coupled with the Mitsubishi 3D adapter or other source devices that support checkerboard display formats for display of 3D games, 3D broadcasts from terrestrial/cable/satellite and 3D Blu-Ray disc content. In all cases an emitter and matching 3D active shutter glasses or DLP Link active shutter glasses are required in order to view 3D content.

The Mitsubishi 3D Adapter may be used to display 3D content only when connected to a Mitsubishi 3D Ready TV or a Mitsubishi 3D TV. A 3D source device coupled with the Mitsubishi 3D adapter is required to support display of 3D games, 3D broadcasts from terrestrial/cable/satellite and 3D Blu-Ray disc content.

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