



Mitsubishi Digital Electronics America, Inc. Announces Screen Sizes for LaserVue™ Laser TV Shipping in Third Quarter 2008

Functionality and Performance Details Released

IRVINE, Calif. — June 25, 2008 --- Mitsubishi Digital Electronics America, Inc. today announced additional details surrounding the performance and functionality of its LaserVue™ TV. LaserVue will be available in 65" and 73" models with the 65" Diamond shipping to authorized retailers in the third quarter of this year and the 73" Diamond to follow. LaserVue will raise the bar for large screen television by delivering twice the color at half the power of today's HDTVs while at the same time providing an unparalleled 3D viewing experience.

Mitsubishi unveiled the laser TV category at the Consumer Electronics Show in January 2008, launching a new category of large-format televisions with ground-breaking laser technology.

"As a result of our majority share of the world-wide high-performance red laser market, Mitsubishi has an unparalleled, acute understanding of laser technology, and the corresponding expertise to effectively engineer laser beams to function as the ultimate light engine for this premium large screen television product," said Frank DeMartin, vice president, marketing, at Mitsubishi Digital Electronics America. "Several TV manufacturers have attempted to bring laser TV to market, and have failed. Making laser TV a reality represents yet another history-making milestone in a long legacy of industry firsts for Mitsubishi."

Laser beams provide the widest range of rich, complex colors, along with the most clarity and depth of field. Precise and focused, the purity of laser light far surpasses current high definition technologies. The color gamut as a percentage of BT.709 for LaserVue prototypes, has been measured at approximately 200 percent, delivering over twice the color of many of today's HDTVs. Brightness has been demonstrated at about 500 nits. Additional features for LaserVue TV include Smooth120hz and x.v.Color.



Mitsubishi LaserVue TVs not only provide the ultimate picture quality, they are also capable of delivering the ultimate 3D viewing experience. With operating power targeted at under 200 watts, they are environmentally friendly, consuming approximately one-half the power of today's LCD TVs, and one-third of plasma TVs. At approximately 10 inches deep, LaserVue TV has been designed for both floor stand and wall-mount applications.

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

About Mitsubishi Digital Electronics America, Inc.

Mitsubishi Digital Electronics America, Inc., an Official Sponsor 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, visit www.mitsubishi-tv.com

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