

New Diamond 3D High-Definition Home Theater Projector from Mitsubishi Electric Debuts at CEDIA 2010

IRVINE, Calif., September 23, 2010 — Mitsubishi Digital Electronics America's Presentation Products Division continues its leadership in bringing the 3D experience to home theaters by introducing its newest Diamond 3D 1080p full HD home theater projector at the CEDIA Home Theater Show in Atlanta, September 23-26, 2010 in Booth #2305.

"We've heard that this is 'the year of 3D,'" said Wayne Kozuki, product manager, Mitsubishi Digital Electronics America's Presentation Products Division. "But Mitsubishi has been selling 3D-ready TVs since 2007, so it's the home entertainment industry that is finally catching up to us."

Mitsubishi's new Diamond 3D projector is packed with features that create crisp, vivid, engaging 3D images that can display over 100-inch screens, creating a true theater experience. Powered by an SXRD™ cutting-edge reflective liquid-crystal optical engine, Mitsubishi adds its own algorithms and processing technologies to create high-brightness, high-contrast (up to 120,000:1 full on/full off) images that are smooth, dazzling and true to the original content.

A key element in projector performance is its lens, and Mitsubishi has incorporated extra-low dispersion glass into its six-piece, 17-cluster structure for higher functionality that minimizes chromatic aberration. The result is colors and details that are impeccably crystal clear.

With its auto-iris function, Mitsubishi's Diamond 3D home theater projector automatically sets the optimal aperture according to each scene, and its 120Hz refresh rate produces ultra-smooth transitions and amazing and life-like images. An independent management function allows adjustment to color characteristics such as hue, intensity and brightness individually (red, green, cyan, magenta and yellow), without affecting the other colors..

With a wide range of powered lens shift (100% vertical and 45% horizontal), this new Mitsubishi Diamond 3D projector is easy to install, even in a complicated room configuration. In some cases there may not be a need to turn the projector upside down in a ceiling mount, and its 1.8x powered-zoom range also gives installers additional installation flexibility.

At only 19dBa, this Diamond 3D projector is extremely quiet, so viewers can easily hear the movie, even in whisper-soft scenes, instead of an annoying projector hum. Two HDMI™ version 1.4 inputs support 3D signals, as well as provide easy set-up options for multiple video inputs, and its RS232 support offers plug-and-play connectivity with third-party remote operations.

Mitsubishi's new Diamond 3D projector also offers low cost of ownership with an estimated 4000-hour lamp life* in low conservation mode. It also has a convenient and simple rear-access lamp design for easy lamp exchanges and a one-year limited warranty on the lamp, one of the best lamp warranties in the industry.

“3D is a large screen, immersive experience, and we're proud to showcase our new 3D Diamond Projector at this year's CEDIA,” said James Chan, senior director, marketing, Mitsubishi Digital Electronics America. “We continue to bring the best projection technology with a broad range of products to our home theater partners.”

About Mitsubishi Digital Electronics America Presentation Products Division

Mitsubishi Digital Electronics America's Presentation Products Division, known for award-winning, high-quality, high-definition presentation and display products, markets an extensive line of professional presentation, front-projection home entertainment, and rear-projection video wall cube display systems and digital signage monitors that are designed with DLP® or LCD technology. Products are sold through authorized distributors, resellers, retailers and system integrators throughout the United States and Mexico. For more information, call 888-307-0312 or visit <http://www.mitsubishi-presentations.com>

###

*For an explanation of how this estimate was calculated, visit http://www.mitsubishi-presentations.com/resources/calculator_TCO.html. This estimate does not extend or otherwise modify the warranty for the lamp.

HDMI is a trademark of HDMI Licensing, LLC; SXR is a trademark of Sony Corporation; DLP is a registered trademark of Texas Instruments.

Contact:
Nancy Napurski

Lionheart Communications
585-967-3348
nnapurski@lionheartpr.com