

Mitsubishi Digital Electronics America Debuts HC4000 HD Home Theater Projector at CEDIA 2010 in Atlanta

IRVINE, Calif., September 23, 2010 — Mitsubishi Digital Electronics America's Presentation Products Division, known for award-winning, high-quality, high-definition presentation and display products, today exhibits its new HC4000 high-definition home theater projector at the CEDIA show in Atlanta, September 23-27, 2010. The new HC4000 has a wealth of high-performance features at an entry-level price.

“Mitsubishi has excellent price-performance value for DIY home-theater projectors. We start with a low initial investment and back it with a low total cost of ownership over the life of the projector,” said Wayne Kozuki, product marketing manager, Mitsubishi Digital Electronics America's Presentation Products Division. “With our new HC4000, we continue the tradition with an abundance of high-level features at a very affordable price. The Mitsubishi HC4000 is definitely a winner in performance and value.”

Mitsubishi's new HC4000 projector uses Texas Instruments' latest 1080p DLP® chip, the DarkChip 3 with BrilliantColor™. It blasts 1300 lumens and provides up to 750:1 ANSI contrast ratio. ANSI contrast is measured using uniform standards set by American National Standards Institute (ANSI) for fair and equitable comparisons. Users can be sure that the true contrast of the HC4000 shows remarkably high detail and color depth for maximum video display impact. The projector also boasts super-sharp, all-glass lenses for rich, vivid realistic images.

Viewing widescreen 2.35:1 aspect ratio films is easy with the HC4000 projector, thanks to its anamorphic lens support. Users simply position an anamorphic lens in front of the HC4000 lens and select the appropriate Anamorphic Mode 1 or Mode 2, either 2.35:1 or 16:9 aspect ratios, for the corresponding movie format. It's a simple and economical design that saves time and effort while providing the ultimate home theater viewing experience.

Mitsubishi's HC4000 offers low cost of ownership with an estimated 5000-hour lamp life* in low conservation mode. It's filter-free design and advanced semi-sealed construction helps makes the HC4000's optics resistant to dust, dirt and other micro particles within its light path. Periodic maintenance is greatly reduced, making the projector more economical over time, and allowing

users to enjoy their home theater longer. The HC4000 also has a convenient and simple top-access lamp design for easy lamp exchanges.

Subdued scenes are easy to hear with the HC4000's quiet engine that has an ultra-hushed noise level rated at 25dBA in low mode. The projector includes a native digital HDMI™ input for true high-definition connectivity, and at less than eight pounds can be taken almost anywhere. With its built-in 1.5x-zoom ratio lens as well as a digital keystone correction, set-up is easy and more flexible for various room configurations.

“Mitsubishi is committed to providing the best value in our home-theater and presentation projectors,” said James Chan, senior director, product marketing, Mitsubishi Digital Electronics America's Presentation Products Division. “We are excited to offer a wide selection designed to meet the needs of first-time home-theater and DIYers, as well as enthusiasts who want the best they can afford without compromising on quality.”

Pricing, Availability, Warranty

The estimated price of Mitsubishi's HC4000 is \$1495 and is available through popular online resellers and authorized Mitsubishi dealers. The projector comes with Mitsubishi's two-year limited warranty on parts and labor plus a one-year limited warranty on the lamp.

About Mitsubishi Digital Electronics America Presentation Products Division

Mitsubishi Digital Electronics America's Presentation Products Division markets an extensive line of professional presentation, front-projection high-definition home entertainment, and rear-projection video wall cube display systems and digital signage monitors that are designed with DLP or LCD technology. Mitsubishi Digital Electronics America is known for its award-winning high-quality accurate color reproduction technology. Products are sold through authorized distributors, resellers, retailers and system integrators throughout the United States and Mexico. Mitsubishi Digital Electronics America is located at 9351 Jeronimo Road, Irvine, Calif., 92618. For more information, please call 888-307-0312 or visit <http://www.mitsubishi-hometheater.com>

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*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.

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