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**MITSUBISHI DIGITAL ELECTRONICS AMERICA HIGH-DEF HC3000U PROJECTOR
WINS 2006 PC WORLD INNOVATIONS AWARD**

IRVINE, Calif. — January 4, 2006 — Mitsubishi Digital Electronics America's Presentation Products Division, maker of award-winning high quality presentation and display products, was honored by *PC World*, the most widely-read computer or business magazine, with a 2006 PC World Innovations Award for its HC3000U home theater projector. The 2006 PC World Innovation Award winners were announced today on www.pcworld.com and will be presented with trophies on January 5, 2006 at the ShowStoppers media reception at the Wynn Hotel in Las Vegas during 2006 International CES Expo.

Mitsubishi's new home theater projector contains DDP3020 Digital Light Processing® TrueVision™ Image processing with BrilliantColor™: advanced capabilities that greatly enhance white segment processing and secondary color boost to improve mid-tone brightness. The result is a display output that looks even brighter and more intense than its specified 1000 ANSI lumens and 4000:1 contrast ratio. It's the only 720p, DLP™ projector currently available at under \$3000.

"The recognition we received with the 2006 PC World Innovations Award proves all the hard work we put into the HC3000U," said Frank Anzures, manager, projector product marketing for Mitsubishi Digital Electronics America. "In side-by-side comparisons, the HC3000U with BrilliantColor shows just how amazing these new technologies are."

The 2006 PC World Innovations Awards recognize both benchmark and breakthrough products that set the standard for innovation with unique qualities that distinguish them from the pack. *PC World's* editors compared hundreds of products before narrowing the field to the 25 winners.

"These are among the most inventive devices available, breaking the boundaries of the computer and consumer electronics worlds while pushing the limits of technology," stated Harry

McCracken, VP/editor-in-chief of *PC World*. “These trend-setting products help define industry standards and raise the bar for creativity in the future. Congratulations to Mitsubishi’s HC3000U home theater projector.”

About Mitsubishi Digital Electronics America Presentation Products Division

Mitsubishi Digital Electronics America’s Presentation Products Division markets an extensive line of professional presentation and front-projection home entertainment display systems and is known for its award-winning, high quality, accurate color reproduction technology. Products are sold through authorized distributors, resellers, retailers, dealers, and system integrators throughout the United States. 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/hc3000u.asp>.

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