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**IN TIME FOR HOLIDAYS, HOME CINEMA PROJECTOR FROM  
MITSUBISHI DIGITAL ELECTRONICS AMERICA NOW AT RETAIL**

*Ultimate Big-Screen Experience Available at National Retail Outlets*

**IRVINE, Calif., November 8, 2004** — Mitsubishi Digital Electronics America's Presentation Products Division, the industry leader in home entertainment technology and innovation, today announced its new retail distribution outlets for the home cinema projector market. It is launching the new venture with its performance-value home theater projector product, the Mitsubishi Home Cinema HC900U projector, by making them available at Best Buy, Fry's and ABC Warehouse locations nationwide.

"Home theater projectors are making the move from high-end, custom-installed theater components to something that would work in typical living and family rooms," said Steve Medina, senior manager of product planning and development for Mitsubishi Digital America's Presentation Products Division. "In response to this trend we have introduced our first product designed specifically for the mainstream home theater audience. Now, new retail customers can see a quality projector capable of a fabulous 300" screen image from a tiny six-pound box."

**A True Home Theater Experience**

At a holiday MSRP of \$2,995, the HC900U offers bright, high contrast big-screen viewing at a price competitive with smaller direct-view and rear projection alternatives. And for families with a space crunch or a flair for home design, the Mitsubishi Home Cinema HC900U is compact and light enough for an easy, unobtrusive ceiling or shelf mount, or it can be simply stored away in a cabinet, drawer or closet after use to leave the room open and no longer requiring TV-centric styling.

The HC900U is powered by DLPT<sup>TM</sup> chip technology and offers Mitsubishi's CineRich<sup>TM</sup> Color, which controls white enhancement to create just the right rich dramatic color for any type of content. CineRich Color lets users enhance white level for sports or videogames, or enhance color for the best cinematic experience.

The learning remote control unit included with the HC900U is easily programmed to operate two additional video sources, such as a DVD player or VCR, allowing effortless switching between display sources and eliminating the need for expensive control systems. With 1,500 lumens of brightness and up to a 4,000:1 contrast ratio the HC900U provides customers with the type of vivid image they have come to expect from direct-view and rear-projection televisions.

This new projector also features Mitsubishi's proprietary CineView™ video processing technology that offers artifact-free video performance, reduces jagged image edges, and creates smooth displays of action sequences during video playback. Its CineFocus™ technology provides an electronic aperture control that increases black and contrast levels automatically; users may also adjust the settings individually to get the best picture from the projector for any movie viewed.

“The holiday home theater market is going to be very exciting this year,” said Aki Ninomiya, vice president, Mitsubishi Digital Electronics America’s Presentation Products Division. “The availability of these projector products at retail is a creative and flexible alternative to those wanting the home cinema experience at a very affordable price.”

### **About Mitsubishi Digital Electronics America’s Presentation Products Division**

Mitsubishi Digital Electronics America’s Presentation Products Division markets an extensive line of professional presentation, display 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, call 888-307-0312 or visit [mitsubishihomecinema.com](http://mitsubishihomecinema.com).

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