



Mitsubishi Digital Electronics America Brings 3D to Life at “Experience 3D Tech Zone” at CES

New 3D Adapter Will Enable Cross-Platform Compatibility for 3D Content

LAS VEGAS — January 5, 2010 —Mitsubishi Digital Electronics America, Inc. (MDEA) will showcase the flexibility and versatility of its 3D-ready TV products by displaying 3D content delivered by various video sources, including Blu-Ray players at CES 2010 in the “Experience 3D Tech Zone”. MDEA has also announced a new 3D adapter which will provide Mitsubishi 3D-ready Home Theater TV owners with an easy and affordable solution to display 3D from a 3D Blu-Ray player. The Mitsubishi 3DC-1000 3D adapter will be available in late spring of 2010. MDEA will be located in CES booth #14548, Central Hall.

“As a pioneer in the 3D television market, Mitsubishi is bridging the gap for consumers to experience this break-through technology,” said Frank DeMartin, vice president of marketing, Mitsubishi Digital Electronics America. “3D is definitely a large screen experience, and Mitsubishi offers the most models and largest screen sizes of 3D-ready TVs available today, including one of the world’s largest mass produced 3D-ready TV at 82 inches.”

At CES, MDEA will be rolling in its massive and impressive 53-foot Mobile Marketing Showroom (MMS) into the “Experience 3D Tech Zone”. The MMS will provide a 1000-square-foot showroom showcasing a wide variety of new 3D content displayed on both LaserVue™ and Home Theater TVs. 3D entertainment will be demonstrated on a laser-powered television, using a 65” LaserVue TV and MDEA’s Home Theater TV product line will be displaying cross-platform content on its 60”, 73” and 82” televisions.

MDEA began distribution of 3D-ready TVs in 2007. To help consumers experience and learn more about 3D technology, MDEA has displayed highly interactive retail demonstration kiosks in more than 150 home theater dealers nationwide, enabling consumers to experience 3D as it would perform in a typical home setting. The in-store 3D display is equipped with a Mitsubishi Home Theater TV and media server,



as well as stereoscopic glasses and an IR-emitter. Each demo showcases all the products needed to watch 3D movies or play 3D games at home.

“Consumer demand for 3D-capable TVs will continue to rise in 2010 and beyond, and the industry will see Mitsubishi continue to provide solutions for mass consumer adoption,” said David Naranjo, director of product development, Mitsubishi Digital Electronics America. “We expect 2010 to be the year that 3D finally achieves mass consumer adoption, and are working to continue to pioneer innovation to make it easier than ever for consumers to experience this next big step in home entertainment.”

About Mitsubishi Digital Electronics America, Inc.

Mitsubishi Digital Electronics America, Inc., manufactures and markets a comprehensive line of premium quality 1080p Home Theater TVs and Unisen™ Flat Panel TVs along with the world’s first laser TV: LaserVue®. 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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¹ In order to display 3D images, Mitsubishi LaserVue® & Home Theater 3D Ready TVs require source devices to support checkerboard format for display of 3D gaming or 3D Blu-ray content. Some 3D Blu-ray players (BDPs) may output a checkerboard format that is compatible with Mitsubishi 3D Ready TVs. For 3D BDPs that do not output a compatible checkerboard format, Mitsubishi plans to offer the 3DC-1000 3D adapter. The 3DC-1000 will convert the 3D BDP output to a 3D format that can be displayed by any Mitsubishi 3D Ready TV.

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