



## **Mitsubishi Digital Electronics America, Inc., Showcases 3D Solution at 3D Biz-Ex Conference & Exhibit in Hollywood**

*Mitsubishi's Director of Product Development to Speak on the Emergence of 3D in the Home*

**HOLLYWOOD, Calif. — September 29, 2008** --- Mitsubishi Digital Electronics America, Inc. (MDEA) today announced that it will showcase its 3D home theater capabilities as an exclusive gold sponsor for one of the industry's leading 3D conferences -- 3D Biz-Ex Conference & Exhibit at the Sheraton Universal Hotel from September 29 through October 1, 2008. David Naranjo, director of product development, will discuss MDEA's foray into the 3D marketplace and will be participating in the show's first session – 3D TV Market and Trends on Tuesday, September 30.

"MDEA is excited to be an exclusive gold sponsor of the show and share its insights while supporting FlexTech and Insight Media's efforts in pulling off one of the premier 3D industry events in the heart of Hollywood," said David Naranjo, director of product development, Mitsubishi Digital Electronics America. "MDEA, the leader in large screen 3D-ready HDTVs, has developed a premier 3D solution that will soon be available for consumers to experience in the comfort of their own homes."

Over the past several years MDEA has worked closely with technology and content providers to present consumers with an immersive and compelling 3D experience. In June, MDEA announced relationships with Aspen Media Products and NVIDIA to bring a 3D solution to the home. At this year's 3D Biz-Ex Conference, Naranjo plans on hosting a discussion on how the 3D Cinema space continues to expand with feature films and he will also provide insight on MDEA's plans to lead the way into a new era in entertainment; 3D into the home.

MDEA's full product line-up of Home Theater TVs feature 3D-ready technology. The company continues to lead the pack with the largest 3D-ready Home Theater HDTV available in a screen size of 73". This year alone, the company has introduced three new 73" models, along with 60" and 65" sizes which all feature thinner frames, increased brightness and 3D-ready capability. MDEA's 1080p Home



Theater TVs provide a unmatched picture, and deliver an optimal experience for HDTV enthusiasts to enjoy the immersive, new generation of 3D home entertainment.

### **About Mitsubishi Digital Electronics America, Inc.**

Mitsubishi Digital Electronics America, Inc., an Official Sponsor of The PGA TOUR, manufactures and markets a comprehensive line of premium quality 1080p DLP® HDTVs and 1080p LCD Flat Panel HDTVs. 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 more information about Mitsubishi Digital Electronics America, Inc., please visit: [www.mitsubishi-tv.com](http://www.mitsubishi-tv.com)

### **About the 3D Biz-Ex Conference & Exhibits**

3D Biz-Ex is produced by Insight Media and the FlexTech Alliance (previously the U.S. Display Consortium). Now in its third year, 3D Biz-Ex aims to bring together the entire supply chain for 3D hardware, software and creative products and services under one roof to foster information exchange, technology education and business development partnerships. The conference focuses on the technical as well as business and market development issues of both consumer and professional applications of stereoscopic 3D and other forms of advanced 3D display.

### **About the FlexTech Alliance**

The FlexTech Alliance is the only organization headquartered in North America exclusively devoted to fostering the growth, profitability and success of the electronic display and the flexible, printed electronics supply chain. Leveraging its rich history in promoting the display industry as the U.S. Display Consortium, the FlexTech Alliance offers expanded collaboration between and among industry, academia, and research organizations for advancing displays and flexible, printed electronics from R&D to commercialization. To this end, the FlexTech Alliance, based in San Jose, Calif., will help foster development of the supply chain required to support a world-class, manufacturing capability for displays and flexible, printed electronics. More information about the FlexTech Alliance can be found at the industry portal: [www.flextech.org](http://www.flextech.org)

### **About Insight Media**

Insight Media, [www.insightmedia.info](http://www.insightmedia.info), is a leading publishing and consulting firm focused on the display industry. With its core team of world-class display experts, Insight Media tracks the technology, components, products, markets, applications, manufacturing and business aspects of consumer and professional display markets. The company publishes daily and monthly news and analysis as well as in-depth annual technology/market reports. It also hosts industry conferences, provides strategic and tactical consulting services and offers industry education via webinars and on-site seminars.



###

**Contact:**

Amanda Ansell  
GolinHarris (for Mitsubishi)  
[aansell@golinharris.com](mailto:aansell@golinharris.com)  
(714) 662-5112

**Contact:**

Heidi Hoffman  
FlexTech / 3D Biz-Ex Conference & Exhibit  
[heidi.hoffman@Flextech.org](mailto:heidi.hoffman@Flextech.org)  
(408) 993-8111