



Mitsubishi Digital Electronics America Goes to the Movies to Drive 3D Customers to Retailers Nationwide

New in-theater 3D advertising campaign reaches customers as they enjoy the large screen 3D experience during new [Legends of the Guardians](#) movie

Irvine, CA – September 29, 2010 – [Mitsubishi Digital Electronics America](#), Inc.

(MDEA) is unveiling a powerful way to reach consumers who love to watch 3D movies in theaters and want to enjoy the same large screen, immersive experience at home.

With the release of [Legends of the Guardians](#) in 3D on September 24, 2010, MDEA has launched a nationwide on-screen 3D advertising campaign and in-theater promotional campaign that introduces moviegoers to MDEA's unparalleled 3D DLP® Home Cinema TV experience. The campaign is designed to reach a highly targeted market of consumers who are familiar with 3D from the movies and who are most likely to adopt the technology for their homes.

MDEA is distributing more than half a million coupons for a free Mitsubishi 3D Starter Pack, a \$399 value, with the purchase of any Mitsubishi 3D DLP Home Cinema TV or 3D LaserVue® TV during the campaign*. The coupons, which are being distributed in more than 500 theaters, can be redeemed online directly from Mitsubishi.

The MDEA campaign will run in partnership with [ScreenVision](#), a leader in 3D cinema advertising. The vast majority of 3D screens in the U.S. are powered by DLP technology, so most of these theatergoers are watching the latest 3D movies on the same core technology that powers Mitsubishi's 3D DLP Home Cinema TVs.



“3D in-theater advertising offers Mitsubishi the optimal avenue to target prospective 3D TV buyers in a captive environment,” says Max Wasinger, Executive Vice President, Sales and Marketing at Mitsubishi Digital Electronics America. “Coupled with in-theater couponing and a strong call to action, we have designed a campaign to build awareness and drive a targeted demographic of 3D movie lovers to retailers across the country. For retailers, this targeted campaign is in support of their business and the adoption of 3D TV by their customers.”

Legends of the Guardians was number two at the box office for opening weekend, taking in \$16.3 million.

About Mitsubishi Digital Electronics America, Inc.

Mitsubishi Digital Electronics America, Inc., manufactures and markets a comprehensive line of premium quality 1080p 3D DLP® Home Cinema TVs and Unisen™ Immersive Sound LED 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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LaserVue is a registered trademark of Mitsubishi Digital Electronics America, Inc. DLP is a trademark of Texas Instruments.

* For terms and conditions of the 3D Starter Pack offer, go to www.mitsubishi3DTV.net

The DLP chip has an unparalleled 8 microsecond pixel response time which is up to 1,000 times faster than nearly any other imaging technology. (source: <http://www.dlp.com/hdtv/>)

Mitsubishi 3DTVs (738 and 838 series) currently support the side-by-side 3D signal format. For support of other 3D formats, such as top-bottom and frame packing (3D Blu Ray standard), Mitsubishi plans to provide a firmware upgrade for the 738 and 838 series in 2010. For support of all 3D formats, Mitsubishi 3D-Ready TVs will require the use of a 3D source device that outputs the 3D checkerboard format or a 3D source device coupled with the Mitsubishi 3D adapter. In all cases an emitter and matching 3D active shutter glasses or DLP Link active shutter glasses are required in order to view 3D content.



The Mitsubishi 3D Adapter may be used to display 3D content only when connected to a Mitsubishi 3D Ready TV or a Mitsubishi 3D TV. A 3D source device coupled with the Mitsubishi 3D adapter is required to support display of 3D games, 3D broadcasts from terrestrial/cable/satellite and 3D Blu-Ray disc content.

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