



Mitsubishi Digital Electronics America's Nationwide 3D Experience Tour Brings Largest, Most Immersive Lineup Of 3D TVs To Cities Across America

Mitsubishi's Mobile Marketing Showroom showcases its mammoth 82-inch 3D TV and 2010 line of breathtaking, theater-quality 3D DLP® Home Cinema Televisions

Irvine, CA – August XX, 2010 – [Mitsubishi Digital Electronics America](#), Inc. (MDEA) today announced the launch of its nationwide 3D Experience Tour, which will introduce its unparalleled lineup of theater-like immersive 3D* DLP® Home Cinema Televisions to U.S. consumers. The tour packs Mitsubishi's latest and greatest 3D TV technology into [Mitsubishi's Mobile Marketing Showroom](#), a 995 sq. ft. 18-wheeled home theater experience that gives viewers across the country the chance to experience the industry's largest and broadest lineup of 60-inch plus large-screen 3D-capable TVs available today.

The tour will showcase Mitsubishi's full lineup of very large [3D DLP Home Cinema TVs](#), including an 82-inch behemoth which offers more than three times the viewing area of a 46-inch screen. All 3D DLP Home Cinema TVs use the same core DLP technology as the vast majority of 3D movie theaters to deliver a cinema-quality 3D sensory experience at home.

Sharing the stage will be Mitsubishi's [flagship 3D LaserVue® TV](#), one of the world's most energy efficient large screen TVs, bettering EnergyStar® by 50 percent. LaserVue is the only TV that uses advanced laser technology to deliver true cinema-like color, approximately doubling the spectrum of color available in any other TV.

Engadget, the acclaimed technology blog, recently called LaserVue, "...[the best looking consumer-level set we've ever laid eyes on.](#)"*



For consumers who want fully immersive, cinema-quality 5.1 Dolby® Digital surround sound without the hassle of extra wires and speakers, Mitsubishi's 3D Experience Tour will include the [Unisen™ Immersive Sound LED TV](#) series. The Unisen series integrates up to 18 intelligent speakers that use an advanced algorithm to delay and project perfectly balanced, independent sound waves that bring concert-quality audio to the viewing experience, without the clutter of separate audio components.

Mitsubishi will tweet from all locations throughout the tour, including the cities below. Follow the Mitsubishi Mobile Marketing Showroom on Twitter to find out when it will visit your area at www.twitter.com/Mitsubishi3D.

August 26-28- Detroit, MI

September 12-13- Norwalk, CT

September 17-26- Northern New Jersey

October 15-17- Boston, MA

October 22-24- San Antonio, TX

October 29-31- Dallas, TX

November 5-7- Albuquerque, NM

November 12-14- Tulsa, OK

November 19-21- Dallas, TX

The 3D Experience Tour will highlight Mitsubishi's fourth generation of 3D-capable TVs and introduce local consumers to demonstrations of fully immersive entertainment that rivals going to the movie theater, sitting on the sideline of a game or being a character inside a video game. Mitsubishi has spearheaded the 3D movement into the home, selling 3D-capable TVs since 2007, being first to demonstrate 3D TV at retail and also showcasing 3D directly to consumers for over two years.



“3D is moving quickly into broadcast, theatrical and gaming content as consumers seek to immerse themselves in the games, movies, and sports programming they love,” says Max Wasinger, executive vice president of sales and marketing, Mitsubishi Digital Electronics America. “The Mitsubishi 3D Experience Tour brings this experience to towns and cities across America so that consumers can experience for themselves the eye popping, jaw dropping difference our cinema-quality DLP technology makes in 3D entertainment. This year represents the third consecutive year that we have used our mammoth big-rig Mobile Marketing Showroom to tour the U.S. and demonstrate 3D TV as it would be experienced in the home. We’re excited to again hit the road and introduce our unparalleled 2010 lineup of large screen, immersive 3D DLP Home Cinema TVs to America.”

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.

*See <http://www.engadget.com/2010/06/23/mitsubishis-laservue-hdtv-makes-triumphant-75-inch-return-beco/>

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* 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, Mitsubishi 3D TV or Mitsubishi 3D-ready LaserVue 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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