



## Mitsubishi Digital Electronics America Introduces Nine 1080P DLP® HDTVs

*New models feature Mitsubishi's exclusive 6-Color Light Engine™*

**IRVINE, Calif. — May 14, 2007** — Mitsubishi Digital Electronics America, Inc., maker of award winning high-definition home theater products, today introduced nine top-of-the-line, premium 1080p DLP® HDTVs with unique Thin Frame™, slim depth, ultra-compact design. Each 1080p DLP® HDTV includes Mitsubishi's unique 6-Color Light Engine™ making these televisions the only HDTVs to produce images with six separate colors. All of these new fully featured 1080p DLP® HDTVs are designed, engineered and built in North America.

### **New Models at a Glance**

Mitsubishi's **733 Series** 1080p DLP® HDTVs come in the 57-inch WD-57733 (Suggested Value Price \$2499), the 65-inch WD-65733 (Suggested Value Price \$2999) and the 73-inch WD-73733 (Suggested Value Price \$4699), and each offers the 6-Color Light Engine™; x.v.Color™, PerfectColor™; Easy Connect™; three rear HDMI™ 1.3 inputs; and a front HD component input.

The **734 Series** comes in the same sizes: the 57-inch WD-57734 (Suggested Value Price \$2799), the 65-inch WD-65734, and the 73-inch WD-73734 and includes all of the 733 features plus Dark Detailer™ for deep blacks and rich dark scene detail. The 734 models also boast PerfectTint™; DeepField™ Imager for dynamic contrast adjustment *within* an image; SharpEdge™ for stunning picture precision and crisp, sharp object edges; a front HDMI™ input; and NetCommand® for easy on-screen home theater control and set-up.

Three **Diamond** models, available in the 57-inch WD-57833 (Suggested Value Price \$3399), the 65-inch WD-65833 (Suggested Value Price \$3999) and the 73-inch WD-73833 (Suggested Value Price \$5899), offer the ultimate HDTV experience. The **833 Series** includes some key features above and beyond the 734 Series including Smooth120Hz™ for more fluid and smoother moving



images free from motion blur; TV Guide On Screen<sup>®</sup> 9.0; Game FX - 3D game capability; IEEE1394; and an RS232C input.

### **Larger screens, not larger spaces with sleek, elegant design**

Each 57-inch, 65-inch and 73-inch 1080p DLP<sup>®</sup> HDTV features Mitsubishi's super Thin Frame<sup>™</sup> that delivers more picture in a more compact space than ever before. In addition, each model is at least 25 percent less deep, with the most drastic changes to the three 73-inch models. This year, Mitsubishi's 73-inch models get their most efficient designs ever with a 65.2-inch width and 43.6-inch height, and less depth than last year's 57-inch 1080p DLP<sup>®</sup> HDTVs. The 733 Series and 734 Series are presented in Platinum Black while the 734 Series also includes a Brushed Black accent. The Diamond models sport a rich Black Pearl high-gloss finish with a Soft Blue light. These are the sleekest, most modern and compact designs ever from Mitsubishi, enabling more picture in less space for the most immersive experience available.

### **More color, for a more colorful image**

Mitsubishi takes color to a new level on each member of its 2007-2008 1080pDLP<sup>®</sup> HDTV Lineup with a suite of color features led by x.v.Color<sup>™</sup> the new standard in high-definition color, which delivers up to 80 percent more color than standard HDTV for breathtaking realism and vivid, natural colors. x.v.Color's wide color palette is complemented by Deep Color on HDMI<sup>™</sup> 1.3 inputs by enabling additional color *resolution* for smooth transitions between different shades of color.

Mitsubishi applied over two decades of optical experience in the design of its proprietary 6-Color Light Engine<sup>™</sup>. This unique Mitsubishi light engine generates yellow, cyan, and magenta directly rather than by combining red, green, and blue. This more efficient process results in a wider range of colors, brighter individual colors and purer whiter whites. The resulting picture quality adds realism to yellow sunlight, blue skies and crimson sunsets.



Additionally, each model comes with Mitsubishi's new Color 4D Noise Reduction system that takes advanced noise reduction technology to the world of color. Color 4D Noise Reduction adds an extra dimension to picture performance by looking horizontally, vertically, within and between frames of video and additionally analyzing color to filter video noise. The result is noise-free images and clean, clear colors. In addition to PerfectColor™, which allows for advanced individual 6-color adjustment, the 734 Series and Diamond models also include PerfectTint™ that allows the viewer to define the tint of each of the six colors for each input separately, providing maximum color control. The end result of Mitsubishi's full suite of unique color features is breathtaking realism with vivid, yet natural color without compromise.

### **Lots of connections, made easy**

All nine models offer superior connectivity and convenience. Mitsubishi leads the industry with three rear HDMI™ 1.3 inputs, two rear component inputs, and a front component input on every Mitsubishi 1080p DLP® HDTV for maximum HD connectivity with HD cable and satellite boxes, Blu-ray Disc™ or HD-DVD™ digital disc sources and the latest in HD gaming consoles. All HDMI™ inputs are not only version 1.3, they are also SimplayHD™-certified to make sure all your HD components work together properly. Additionally, a USB input for up to five mega pixel pictures lets you easily connect a USB thumb drive or USB card reader for large-screen digital photo viewing in startling HD clarity.

The 734 Series and Diamond models enhance Easy Connect™ with NetCommand®. NetCommand® enables a true one-remote control home theater system, combining the control of conventional IR-products and adding HDMI™ with consumer device control to create an easy-to-use on-screen guide. Additionally, the 734 Series and Diamond models add a front HDMI™ 1.3 input for easy access connection of an HD camcorder or HD gaming console. The Diamond models even include TV Guide On Screen® 9.0 for additional convenience, an RS232C input for advanced home installation and an IEEE1394 interface for FireWire® playback and recording.



In separate announcements, Mitsubishi Digital Electronics America detailed its latest advancements in high-definition color and introduced its new line-up of eight Thin Frame™ 1080p LCD flat panel HDTVs.

**Mitsubishi Digital Electronics America, Inc.**

Mitsubishi Digital Electronics America, Inc., the Official HDTV 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 additional information about MDEA, visit [www.mitsubishi-tv.com](http://www.mitsubishi-tv.com).

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Contact: Mark Scott  
Mitsubishi Electric & Electronics USA  
714.220.6896  
[mark.scott@meus.me.com](mailto:mark.scott@meus.me.com)

**Mitsubishi Digital Electronics America**  
9351 Jeronimo Road, Irvine, CA 92618-1904 \_ 949.465.6000  
[www.mitsubishi-tv.com](http://www.mitsubishi-tv.com)