



## **Mitsubishi Digital Electronics America Introduces the First 1080p DLP® HDTVs with a 6-Color Light Engine™**

**DENVER, Colorado — Sept. 7, 2006** — Mitsubishi Digital Electronics America, Inc. showcased its latest 1080p high-definition televisions with Texas Instruments' Digital Light Processing® technology and true six-color light engines at CEDIA today. Mitsubishi's 2006 line-up features all new cabinet designs highlighted by new ultra-slim screen frames which measure less than an inch thick. Two new screen sizes—57 and 65 inches—join the popular 52-inch size, and all the sets are equipped with the types of advanced features that have made Mitsubishi a recognized leader in picture quality and performance.

Mitsubishi's proprietary 6-Color Light Engine™ provides brighter colors, a wider range of colors and whiter whites. Its exclusive 1080p DLP® light engine generates yellow, cyan and magenta directly, rather than by the traditional method of mixing combinations of red, green and blue to create them. With traditional three-color systems, a broader color palette came at the expense of picture brightness. But with Mitsubishi's 6-Color Light Engine both a broader color palette and a brighter picture are achieved. This more efficient process results in a brighter overall picture as well as brighter individual colors, bringing realism to yellow sunlight, blue skies and crimson sunsets. Mitsubishi's proprietary color processing provides advanced six-color control to produce further color accuracy. The new models also include BrilliantColor™ technology, which further adds to overall picture brightness.

Also adding to the sets' high performance is TurboLight™, Mitsubishi's patented lamp system technology that focuses light more efficiently to generate an on-screen image that is 10 percent brighter than that from a standard lamp system. TurboLight™ directs more light to the DLP® chip surface resulting in a brighter, more vivid on-screen image. By focusing light more efficiently, a brighter image is created without increasing the amount of power consumed or heat produced, therefore maintaining lamp life and performance.

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



The new models' picture quality is further refined with PerfectTint™, an exclusive Mitsubishi feature that allows for independent tint or hue adjustment of six separate colors. This is a vast improvement over conventional tint control, which simply shifts the color of the entire picture. With PerfectTint™, each of the six main colors can be adjusted without affecting the tints of the other colors.

The new models all come with Mitsubishi's latest digital video signal processing for a sharper, clearer and more finely detailed picture. Picture quality is also improved by Mitsubishi's 4D Video Noise Reduction technology, which uses advanced algorithms to filter video noise without removing picture detail, resulting in a cleaner, clearer picture from most any source. All Mitsubishi 1080p HDTVs process 1920 x 1080p inputs without down-conversion to deliver the full bandwidth of the incoming signal directly to the screen for a true two million pixel image.

Mitsubishi's new line-up continues the company's commitment to easy operation and functionality. Connectivity is simple thanks to Mitsubishi's ClearThought® Easy Connect, which recognizes components as they are plugged in and displays only active inputs. And with Mitsubishi's NetCommand®, the entire home theater system is easily managed with a single remote control.

The new models lead the way in digital connectivity with two HDMI™ inputs for single cable interfaces between digital audio/video sources such as HD set-top boxes or DVD players. And the new sets' IEEE 1394 (FireWire®) digital home networking connection enables low-cost, high-bandwidth real-time audio, video and data networking between the TV and other consumer electronics products. Each set also comes with a DVI-I interface which provides versatile connectivity to home theater PCs and game systems via analog RGB or digital DVI.

In separate announcements, Mitsubishi Digital Electronics America showcased at CEDIA its new lines of 73" 1080p DLP® HDTVs, LCD HDTVs and 1080p LCD flat panel HDTVs.



**Mitsubishi Digital Electronics America, Inc.**

Mitsubishi Digital Electronics America, Inc. manufactures and markets a comprehensive line of premium quality 1080p DLP® HDTVs, LCD 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 S. Scott  
Mitsubishi Electric & Electronics USA  
714.220.6896  
[mark.scott@meus.me.com](mailto:mark.scott@meus.me.com)

Ryan Wallace  
Bender/Helper Impact  
212.689.6360  
[ryan\\_wallace@bhimpact.com](mailto:ryan_wallace@bhimpact.com)

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