



*Official HDTV of the PGA TOUR*

## **Mitsubishi's Rolling Showroom Arrives at Uerner's in Bakersfield on Oct. 13**

*Newest 1080p HDTVs arrive in stunning new 53-foot big rig mobile marketing trailer loaded with high-tech gear*

**BAKERSFIELD, Calif. — Sept. 25, 2007** — Uerner's Audio Visual will host the local debut of Mitsubishi Digital Electronics America's rolling showroom on Saturday, Oct. 13 and Sunday, October 14 at 4110 Wible Road in Bakersfield. It's the first California appearance for the 53-foot big rig trailer, which nearly doubles in width to 24 feet to create a 1000-square-foot showroom filled with the latest high-definition DLP® and flat panel televisions.

More than 2000 people are expected to tour the mobile showroom, and Uerner's plans to offer instant rebates ranging from \$200 to \$500 to customers who purchase a new Mitsubishi TV during the event.

On display will be more than a dozen 1080p HDTVs, including Mitsubishi's award-winning SuperSlim LCD flat panel and large screen HDTVs with DLP® technology that deliver maximum picture in minimum space. Incorporating Mitsubishi's innovative UltraThin Frame™ design, the sets' frame width is less than one inch wide, so a 46-inch LCD flat panel is only 42 inches wide and sleekly fits into a space equal to or smaller than the typical 42-inch plasma set. The TVs are also thinner and lighter: A 73-inch set weighs less than 100 pounds and has a depth of less than 18 inches, taking up less space than a 46-inch plasma TV on a base.

Mitsubishi's rolling showroom will be open on Saturday from 10 a.m. to 8 p.m., and Sunday 10 a.m. to 6 p.m. For more information call 661.396.3890.

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**Fun Facts about the Mitsubishi Electric Mobile Marketing Trailer**

Size: 53' X 28', not including a 30' sleeper cab

Features: Mobile Internet, satellite dish, FFP LCD TVs, Blue-ray, X-Box, DLPs, media center hard-drives.

Estimated miles per year: 50,000

Cities it will visit: 30

Special Events: Trade shows, PGA TOUR events, selected retailers

Capacity: 60

People needed manage it: 2

How it stays cool: Three, five-ton refrigeration systems



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