



*Official HDTV of the PGA TOUR*

## **Mitsubishi Digital Electronics America's Mobile Showroom Hits the Road**

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

**IRVINE, Calif. — September 20, 2007** — Dozens of Mitsubishi retailers across the country will host Mitsubishi Digital Electronics America's rolling showroom as it takes to the road this month.

Thousands of people are expected to tour the 53-foot big rig trailer as it travels through Texas, California, Virginia, North Carolina, Georgia, Florida and Arizona. The rig 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.

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 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 Mitsubishi Digital Electronics America, visit [www.mitsubishi-tv.com](http://www.mitsubishi-tv.com).

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**Facts about the Mitsubishi Electric Mobile Showroom**

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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