



*Official HDTV of the PGA TOUR*

## **Mitsubishi Digital Electronics America's Thin Frame™ 1080p LCD TV Wins Product of the Year Award**

*46-inch screen HDTV fits in a 42-inch Plasma's space*

**NEW YORK, New York — July 26, 2007** — Mitsubishi's 46-in 1080p LCD Flat Panel HDTV with the innovative Ultra Thin™ Frame design was named a 2007 Product of the Year by Electronic House, a leading consumer electronics magazine.

Mitsubishi's LT-46144 is the world's first 1080p TV to use Thin Frame™ design, a technological achievement that reduces the frame area surrounding the screen to less than one inch in width. This results in more screen area in the same space used by a typical 42-inch plasma set. The LT-46144 also features Mitsubishi's Smooth 120 Hz™ technology that provides more fluid, natural and smoother fast moving images, free from motion blur; x.v.Color™, a new industry standard for HD Color, which was co-developed by Mitsubishi; and three HDMI™ 1.3 inputs with certified SimplayHD™.

"We're pleased that Electronic House recognized what is truly a breakthrough achievement," said David Naranjo, director of product development at Mitsubishi Digital Electronics America in Irvine, Calif. "We were able to take nearly 130 square inches off the frame area and turn it into viewable screen space. This design innovation can be seen in all of Mitsubishi's 1080p LCD Flat Panel HDTVs for 2007.

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“But just as exciting as the design is what’s inside it. This is also the first Thin Frame LCD HDTV with a 120 Hz scan rate, so there’s no discernable blur in the fastest moving images. And like our other 1080p LCDs, it recognizes x.v.Color, which is a new industry color gamut that enables 80 percent more color,” Naranjo said.

The LT-46144 will be on display this September at CEDIA 2007 in Denver, one of the world’s largest consumer electronics shows.

**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<sup>®</sup> 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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