



Mitsubishi Electric Visual Solutions America Introduces 2011 Line-Up Featuring Massive 92-Inch 3D Home Cinema TV

Mitsubishi's New 'Go Big' Strategy Delivers Ultimate 3D Experience for Home Theater

Irvine, Calif. – June 1, 2011 – Mitsubishi Electric Visual Solutions America, Inc., the leader in large-screen television, is going big in 2011, unveiling its new 2011 television product line-up led by a massive 92-inch 3D DLP® Home Cinema TV. With advancements to its complete product line, Mitsubishi's new "Go Big" strategy aims to make its large-screen TVs the de facto standard for immersive 3D home entertainment. New models include cinema-like DLP TVs ranging from 73- to 92-inches, along with Mitsubishi's 75-inch LaserVue®, the world's only laser-powered TV, which has been hailed as "...the best looking consumer-level set we have ever laid eyes on..." by Engadget. (*1)

"Consumers are demanding outrageously large screens with the high speed response and picture quality to transform 3D TV watching into a bigger-than-life, fully immersive experience," says Max Wasinger, executive vice president of sales and marketing, Mitsubishi Electric Visual Solutions America. "We're responding with a new strategic focus that clearly differentiates Mitsubishi from the commoditized TV market.

"Bigger is better, especially as 3D captures the imagination and passion of consumers who want more from their TV viewing," Wasinger added. "They want TV entertainment on an order of magnitude larger than what they've experienced up to now."

For instance, Mitsubishi's new 92-inch 3D DLP Home Cinema TV offers four times the viewing area of a 46-inch LCD TV, and DLP technology is remarkably fast, providing for a more realistic, immersive 3D viewing experience.



“Consumers are realizing that to fully enjoy 3D with eye-popping clarity and depth of field, you need size and speed,” adds Wasinger.

Mitsubishi’s large-screen 3D DLP Home Cinema TVs employ the same core technology used in the vast majority of 3D theaters, offering unparalleled 3D picture quality.

Mitsubishi’s new Diamond 840 Series, which includes its flagship 92-inch 3D DLP Home Cinema TV, comes with a range of new enhancements and upgrades. These include a new Clear Contrast Screen that mitigates ambient light through a specially-formulated screen material to deliver deep blacks, bright whites and a wide range of colors in between. Equally impressive is the Diamond 840 Series’ integrated Immersive Sound Technology (IST) 16-speaker Dolby® Digital 5.1 surround sound system that delivers perfectly balanced home theater audio, without the need for separate components. Paired with a wireless sub-woofer from Polk Audio, consumers can enjoy a truly unique audio system—it’s like 3D for the ears.

The Diamond 840 Series and LaserVue models offer an exciting connected TV feature, Mitsubishi’s iPhone®, iPod touch® and iPad® remote control application, which will be available for free in the iTunes® store. The remote app gives consumers wireless control of Mitsubishi TVs with a touch screen interface, allowing them to change basic TV menus, switch TV sources, control multiple TVs in the home, adjust audio and video settings, and more.

Mitsubishi leverages connected TV, with wireless Internet capability featured in its 740 and 840 series, and wireless Internet built-in to the LaserVue televisions. Mitsubishi’s StreamTV™ feature, available on 740 and 840 series and LaserVue televisions, provides instant access to an extensive library of high-quality online entertainment and social media content. Choose from over 100 different streaming applications, including Vudu™ movies, Pandora®, Flickr®, Picasa™, Facebook®, Twitter™, Associated Press™, The New York Times® and more.



Also new this year is the latest energy efficient 75-inch LaserVue model that delivers gorgeous picture quality in a range of colors unmatched by any display technology, including LED. The new Clear Contrast Screen delivers blacker blacks and brighter whites along with improved overall contrast in more brightly lit environments. LaserVue, with Mitsubishi's proprietary laser light engine, combines this incredibly pure light source for precise colors with DLP technology for razor sharp 3D and high-definition viewing. At the same time, Mitsubishi's laser technology makes this television one of Energy Star's most efficient: It consumes only 84.6 watts, one of the lowest watts-per-inch ratio in the industry. (*2)

Mitsubishi Electric Visual Solutions America's 2011 line-up, including 640, 740 and Diamond 840 Series, and LaserVue:

Mitsubishi 640 Series 3D DLP Home Cinema TV Series. Offers great value and high quality performance in a 73-inch screen size for \$1,599.00. Features include:

- New cosmetic design
- Built-in 3DTV
- 3D emitter (DLP link & VESA jack)
- Plush 1080p®
- 3 HDMI inputs
- 120Hz sub-frame rate
- Advanced calibration mode
- Digital audio out
- Brilliant, bright, natural, and game modes

Mitsubishi 740 Series 3D DLP Home Cinema TV Series. A new built-in 3D IR emitter, and StreamTV with high-def and 3D movies from VUDU, as well as 100 applications for sports, news, social media and entertainment, make this the perfect model for serious TV lovers. In 73- and 82-inch screen sizes with prices of \$2,099.00 and \$3,499.00, respectively, features include:

The 740 Series adds:

- New built-in 3D IR emitter
- Wireless Internet capable
- StreamTV Internet media, including VUDU apps



- New TV remote with Internet controls
- iPhone, iPod Touch®, iPad remote control app

Mitsubishi Diamond 840 3D DLP Home Cinema TV Series. Headlined by Mitsubishi's 92-inch 3D DLP Home Cinema TV, the Diamond 840 Series also includes 73- and 82-inch sizes that add the new Clear Contrast Screen for high-quality viewing of 3D and high-definition programming and content. The ultimate in large-screen home entertainment, the Diamond 840 Series includes an immersive sound technology (IST) 16-speaker Dolby Digital 5.1 surround sound system and Bluetooth Audio, without adding wires and other components. Priced at \$2,599.00 (73-inch), \$4,199.00 (82-inch) and \$5,999.00 (92-inch), features include:

The 840 Series adds:

- New 92-inch screen size
- New Clear Contrast Screen
- 16-speaker integrated IST
- Center channel mode and surround channel outputs
- Bluetooth Audio
- Sub-woofer output
- 4 HDMI inputs
- PerfectColor™/PerfectTint™
- Wired IR Input
- ISFccc

Mitsubishi L75-A94 LaserVue. A new Clear Contrast Screen, with VUDU movies and applications, this 75-inch large-screen laser TV is one of the most visually stunning consumer TVs in the world.

From 740 Series, the LaserVue adds:

- New Clear Contrast Screen
- Built-In Wireless Internet
- 4 HDMI inputs
- Variable Smooth 120 Hz Film Motion
- PerfectColor/PerfectTint
- DeepField Imager™
- EdgeEnhance
- Wired IR Input
- ISFccc

For more information, please visit Mitsubishi TV and like us on [Facebook](#) and follow us on [Twitter](#).

About Mitsubishi Electric Visual Solutions America, Inc.



Headquartered in Irvine, Calif., Mitsubishi Electric Visual Solutions America, Inc. is a US subsidiary of Mitsubishi Electric Corporation of Tokyo, Japan. Mitsubishi Electric Visual Solutions America manufactures and markets a complete line of display products including projectors, data wall display systems, LCD digital signage monitors and players, large-screen 3D DLP televisions and the world's first laser TV, LaserVue®. Other products include industrial printers, photo kiosks and digital photo printers.

For additional information about Mitsubishi Electric Visual Solutions America, visit

www.MEVSA.com.

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*See <http://www.engadget.com/2010/06/23/mitsubishis-laservue-hdtv-makes-triumphant-75-inch-return-beco/>

** LaserVue on mode power efficiency measures under 40mW/sq.in which is lower than any television listed in the EnergyStar TV database as of May 2, 2011. See <http://www.energystar.gov>

*** Features, specifications and dimensions are subject to change without notice.

3D TVs will support the 3D signals known as Frame Packing 1080p/24Hz and 720p/60Hz (primarily from Blu-ray players and gaming consoles), Side-by-Side in 1080i/60Hz, 1080p/24Hz/30Hz/60Hz and 720p/60Hz, Top/Bottom in 1080p/24Hz and 720p/60Hz, and Checkerboard 1080p/60Hz. However, there may be some 3D sources that are not compatible with the TVs. In all cases: (1) 3D sources must connect to the TVs using the HDMI inputs; and (2) Active Shutter 3D glasses with matching synchronization emitter or DLP Link Active Shutter 3D glasses are required in order to view 3D content.

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