



Mitsubishi Digital Electronics America Offers The First Consumer-Friendly Television Solution For Large Screen 3D Entertainment At Home

Consumers Can Experience 3D At Home Tonight With A Mitsubishi 3D-ready TV

Irvine, CA—March 4, 2010—Today, [Mitsubishi Digital Electronics America, Inc.](#) (MDEA) is showcasing its [82 inch Home Theater TV](#), the world's largest mass production [3D-Ready! television](#) available. With almost four times the viewing area of a small screen 42-inch flat panel TV, the 82-inch Mitsubishi 3D-Ready Home Theater TV provides a high quality, cinema-like, large screen 3D experience.

Offering the most 3D-Ready TVs in the industry, Mitsubishi is leading the way by providing consumers a convenient solution for 3D entertainment in the home. Mitsubishi has been selling 3D-Ready TVs [since 2007](#), was the first to demonstrate 3D TV at retail, and has been showcasing 3D directly to consumers for over two years running.

“We’re proud to lead the way by providing consumers with an affordable line-up of 3D-Ready TVs, in very large 60, 65, 73, and 82-inch screen sizes,” says Frank DeMartin, vice president of marketing, Mitsubishi Digital Electronics America. “3D represents the highest level and most advanced form of home entertainment available today, and we expect consumers will embrace this special, event-based experience.”

Utilizing the same core technology that is used in the vast majority of 3D movie theaters, Mitsubishi 3D-Ready TVs bring the 3D DLP Cinema experience home. With multiple 3D movie titles scheduled for release this year and next, Mitsubishi is well poised to deliver fully immersive 3D adventures to consumers in their homes.

Today, Mitsubishi will demonstrate its large screen 3D TV solution at the new [Linder's](#) store in southern California. From noon through Sunday, Linder's will be offering Mitsubishi 3D-Ready Home



Theater TVs and a 3D gaming bundle to their customers interested in a complete 3D solution that they can bring home and enjoy tonight.

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About Mitsubishi Digital Electronics America, Inc.

Mitsubishi Digital Electronics America, Inc., manufactures and markets a comprehensive line of premium quality 1080p 3D-Ready Home Theater TVs and Unisen™ Immersive Sound Flat Panel TVs, along with the world's first laser TV: LaserVue®. 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.

¹In order to display 3D images, Mitsubishi 3D-Ready Home Theater TVs require source devices to support checkerboard display formats for display of 3D gaming or 3D cinema content. A 3D standard may emerge that is not compatible with Mitsubishi 3D-Ready Home Theater TVs.

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