



Mitsubishi Coverage from 06/23/08 through 07/01/08

- 1) 3-D: Coming at you soon in a home theater near you ([USA Today.com](#))
- 2) 3-D: Coming at you soon in a home theater near you ([USA Today](#))
- 7) Mitsubishi To Roll Out 3-D DLP Packages ([TWICE.com](#))
- 9) Mitsubishi, Aspen Media, NVIDIA form 3DTV triple threat ([Crunch Gear.com](#))
- 11) Mitsubishi Readies 3D Promotions with Aspen Media, Nvidia ([Consumer Electronics Daily](#))
- 12) Mitsubishi brings 3D to HDTV ([CRAVE.CNET.com](#))
- 13) Mitsubishi and NVIDIA Partner on Stereo 3D HDTVs ([Ubergizmo.com](#))
- 38) Mitsubishi Digital Electronics America Announces New Relationship With NVIDIA Corporation and Aspen Media Products ([Smart Brief.com](#))
- 43) Mitsubishi Digital Electronics America Announces New Relationship With NVIDIA Corporation and Aspen Media Products ([Forbes.com](#))
- 45) Mitsubishi, NVIDIA & Aspen to produce 3D home cinema package ([Slash Gear.com](#))
- 47) Mitsubishi teams with NVIDIA and Aspen for in-home 3D solution ([Engadget HD.com](#))
- 49) Mitsubishi Joins Forces with Nvidia, Aspen on 3D ([Electronic House.com](#))

- 59) Mitsubishi Announces Laser TV Screen Sizes ([Dealerscope.com](#))
- 61) Mitsubishi LaserVue Screen Sizes announced ([14U News.com](#))
- 69) Mitsubishi's LaserVue 65-inch and 75-inchers due this fall ([Engadget.com](#))
- 75) Mitsubishi Digital Electronics America, Inc. Announces Screen Sizes for LaserVue(TM) Laser TV Shipping in Third Quarter 2008 ([About.com](#))
- 82) Mitsubishi LaserVue Laser TV Will Be 65 and 73-Inches and Ship in Q3 ([Gizmodo.com](#))
- 89) Mitsubishi to Ship 65W Rear-Projection Laser TV in September ([Consumer Electronics Daily](#))
- 90) Mitsubishi Digital Partners with NVIDIA Corporation and Aspen Media Products ([TMC Net.com](#))
- 91) Mitsubishi Launches Laser-based DLP HDTVs ([Electronic House.com](#))
- 92) Mitsubishi to ship LaserVue laser TVs in summer ([Electronista.com](#))
- 96) Mitsubishi's LaserVue models on tap for Q3 introduction ([Smart Brief.com](#))
- 101) Mitsubishi Digital Electronics America, Inc. Introduces New Premium Flat Panel TV With Integrated 16-Speaker Sound Projector ([Examiner.com](#))
- 103) Mitsubishi Digital Electronics America, Inc. Introduces New Premium Flat Panel TV With Integrated 16-Speaker Sound Projector ([CNBC.com](#))
- 110) Mitsubishi Adds 16-Speaker LCD TV Line ([TWICE.com](#))
- 111) Mitsubishi's new iSP 149 series LCDs have it all in one place ([Engadget.com](#))
- 115) Hands-on with Mitsubishi's iSP flat panel TVs ([Crunch Gear.com](#))

116) Mitsubishi's New Ultra-Thin LCD Delivers Surround Sound (Electronic House.com)
120) Mitsubishi introduces Premium LCD HDTVs with integrated Sound Projector (14U News.com)
121) Mitsubishi Announces Flat-Panel TVs with Integrated 16-Speaker Sound Projector (Gearlog.com)
122) Mitsubishi Launches "Simplified" Home Theater (Dealerscope.com)
123) Mitsubishi Shows LaserVue (Home Theater Magazine.com)
129) Mitsubishi HDTVs with built-in 5.1 surround sound projector (Slash Gear.com)
146) Mitsubishi Digital Electronics America, Inc. Introduces New Premium Flat Panel TV With Integrated 16-Speaker Sound Projector (Los Angeles Times.com)

FULL TEXT:

1) 3-D: Coming at you soon in a home theater near you
By Mike Snider
June 24, 2008

USA Today.com

http://www.usatoday.com/tech/products/2008-06-23-3-d-tv_N.htm

3-D is already becoming a hit in theaters. Now Hollywood, TV makers and technology firms are trying to bring the eye-popping visuals-with-depth into your living room.

Recent 3-D versions of theatrical releases such as Meet the Robinsons and Beowulf have sold twice as many tickets or more for each showing as standard versions. So it's no surprise that studios have as many as 40 movies planned for viewing, either all or in part in 3-D. And more theaters are adding compatible projectors and screens.

Upcoming theatrical 3-D movies include Journey to the Center of the Earth, the first live-action film shot entirely in 3-D (July 11; can be viewed in 2-D, too). Disney's Pixar studio will begin making all its computer-animated films in 3-D starting with Bolt, which arrives in November. DreamWorks plans the same strategy starting with Monsters vs. Aliens, due next March. Also due in 2009: James Cameron's computer-generated Avatar. And Disney and Pixar are reworking the first two Toy Story films for 3-D, as is George Lucas and the Star Wars saga.

"There is a real significant push from the creative community," says Doug Darrow of Texas Instruments, which makes video chips for 3-D-capable digital projectors.

It costs studios more to make 3-D movies, so there's "a high level of enthusiasm" for 3-D movies that consumers also can watch at home on high-

definition TVs, says Chris Chinnock of the recently formed 3D@Home Consortium.

Home video accounts for three-fourths of Hollywood's \$35.5 billion annual revenue, including \$16 billion in DVD sales. "3-D is a nice driver in theaters," Chinnock says, but it needs "a path to the home."

On the agenda for the consortium, whose members include Disney, Universal, Philips, Samsung, Sony, Thomson and IMAX, are the various types of 3-D technologies and home-delivery methods.

Old-school paper glasses used red and blue lenses to create a grainy three-dimensional image. Current experimentation focuses on home movies and games that can be viewed with sophisticated glasses (like those used in theaters) directing different images to the left and right eye. Live test broadcasts of sports events have already taken place. Also in development are 3-D displays that can be viewed without headgear at all.

3-D has the potential "to revitalize the industry," says Phil Swann of TVPredictions.com. "Watching something in high-def makes you feel like you're there; watching something in 3-D HD makes you feel like you can reach out and touch what's there. Needless to say, this makes advertisers giddy as they contemplate viewers becoming more involved with the products they see on screen."

More signs that 3-D is headed for your home:

- 3-D HDTVs are a reality. By the end of the year, more than 1 million 3-D-ready HDTVs, primarily from Mitsubishi and Samsung, will be in U.S. homes. These sets can display standard HD video and be connected to 3-D sources. Mitsubishi's newest 3D-ready, 65-inch LaserVue set will come to market this summer, with a 73-inch model to follow (no prices set).

On Monday, Mitsubishi also announced a 3-D content deal with PC graphics-card maker Nvidia and media server company Aspen Media Products. The first offerings later this year will be computer games such as Electronic Arts' Madden NFL, Tiger Woods PGA Tour and FIFA Soccer. A competing 3-D package from DDD (Dynamic Digital Depth), the TriDef 3D Experience (\$200), transforms into 3-D some PC games, such as BioShock, and movies (The Adventures of Sharkboy and Lavagirl, which was in theaters in different 3-D form).

At last week's InfoComm AV trade show in Las Vegas, Philips announced several new 3-D displays, including a 52-inch LCD screen that does not require glasses for viewing. Also unveiled: the first home 3-D projector, from Norwegian firm Projectiondesign. Both are due later this year (no prices set).

- Home 3-D discs are coming. With all the new 3-D movies in the works, there will plenty of blockbuster content available for home treatment.

Shown only in 3-D theaters earlier this year, Hannah Montana & Miley Cyrus: Best of Both Worlds 3-D Concert will be the first 3-D Blu-ray Disc when it's released Aug. 19. Both versions, the \$36 Blu-ray Disc and \$35 two-disc DVD, come with 3-D glasses. (You also can watch in normal 2-D). And the concert is longer, with additional songs not seen in the theatrical version.

•Ways to turn regular discs into 3-D are in the works. Technology company TDVision is pitching Hollywood studios with a way to make current Blu-ray Disc movies appear in 3-D. Watching in 3-D is like "the difference between watching a car chase on TV and actually being part of the car chase," says TDVision's Ethan Schur.

"There is going to be an evolution here, and it will take a little bit of time, but it is similar to the HDTV transition," says Mitsubishi's Frank DeMartin. "With HD, there was no content at all. Here we have quite a bit of content available. ... The next wave will be on the home-video front. The question is, how does it all happen?"

2) 3-D: Coming at you soon in a home theater near you
By Mike Snider
June 24, 2008

USA Today (Print)

See attached

7) Mitsubishi To Roll Out 3-D DLP Packages
By Greg Tarr
June 24, 2008

TWICE.com

<http://www.twice.com/article/CA6572736.html?desc=topstory>

New York — Mitsubishi said Tuesday it has entered cooperative agreements with NVIDIA and Aspen Media Products to distribute and promote use of PC-based 3-D video games with Mitsubishi DLP rear-projection sets.

Starting in July, the three companies will make 3-D gaming systems, including a Mitsubishi HD DLP TV set, Aspen Media Products Windows Media server and various 3-D video games, available for demonstrations in Fry's Electronics and select A/V specialty stores before rolling out wider to about 300 stores of varying distribution channels across the country throughout the summer, said David Naranjo, Mitsubishi product development director.

Initially, the various components of the 3-D ensemble will be sold separately, Naranjo said, but the companies are working out a means of selling complete 3-D bundled packages down the road.

“Consumers will also now have a solution to buy,” Naranjo said. “These will be purchasable so consumers can take something home and actually experience 3-D.”

Aspen Media, which to date has offered Windows Media Center entertainment servers through custom installers, will make its first appearance in A/V specialty stores through the arrangement. NVIDIA is working with Mitsubishi “to also offer us a solution that will tie into the overall 3-D experience, combining various important aspects of the solution,” Naranjo said. NVIDIA will announce that added solution later.

John Oliver, Aspen Media Products CEO, said working with NVIDIA his company will supply a “full-blown Windows Media Center server” for the in-store 3-D gaming demonstrations. The server, model GL3158 (\$1,999 suggested retail), runs a 2.4GHz AMD Dual Core processor, and has 1.5TB of hard disk space, 2GB of RAM and a GeForce 8800GTX GPU.

NVIDIA, which developed 3-D-capable GeForce FX Go series graphics processing units for PCs, is working to put the system components together for retail demos. Its GeForce 3-D stereoscopic technology is a driver for Windows Vista, which renders two views for stereoscopic display systems to show depth with Microsoft DirectX games. The 3-D stereoscopic driver is compatible with all GeForce 7 series and higher GPUs, which are compatible with Mitsubishi’s 3-D-ready, high-def, DLP rear-projection sets, NVIDIA said.

Naranjo said PC gaming represents the largest “gaming platform” of any video game system, and that virtually every new PC game written going forward will be 3-D capable. Naranjo said Mitsubishi is working on developing the 3-D TV market for downloadable games and movies in the future, and is in discussions with content producers, gaming developers and online distribution services to bring that capability to viewers in the near future.

“There are well over 100 million PC gamers out there in the U.S. alone,” said David Naranjo, Mitsubishi product planning director. “Right now, about 1 million of those already have 3-D gaming capability through various NVIDIA solutions. We are looking at leveraging that and growing that segment of the market place.”

An NVIDIA spokesman said that, to date, 350 3-D PC video games have been certified by NVIDIA

“As long as the game is written in 3-D, we will be able to take advantage of everything the gaming developers have already put into the game to create 3-D depth,” the NVIDIA representative continued.

NVIDIA 3-D solutions will support all Mitsubishi DLP TVs and GeForce 7 and higher desktop GPUs, the company said.

As for the future viability of DLP rear-projection technology, Mitsubishi is betting that 3-D and its forthcoming LaserVu laser-based DLP TVs will reinvigorate the technology's popularity.

"There is some real demand out there for large screen, whether it is flat-panel or DLP," said Frank DeMartin, Mitsubishi marketing VP. "We see that demand continuing. The great thing about home theater TV is that it is a great value."

9) Mitsubishi, Aspen Media, NVIDIA form 3DTV triple threat
By Devin Coldewey
June 24, 2008

Crunch Gear.com

<http://www.crunchgear.com/2008/06/24/mitsubishi-aspen-media-nvidia-form-3dtv-triple-threat/>

This is what happens when a bunch of engineers from different companies get drunk together: they make weird deals like this. I'm always pretty skeptical about these 3D display things, but Peter tells me that he's tried it out and it works pretty well. You'll need glasses since it's a stereoscopic 3D image, but it's amazing how quickly you get used to things like that — as long as they aren't too uncomfortable or give you headaches. I've tried a couple promising ones in the past but nothing I'd want in my home just yet.

I think it's one of those things you have to see to believe. So I'll believe it when I see it.

11) Mitsubishi Readies 3D Promotions with Aspen Media, Nvidia
June 24, 2008

Consumer Electronics Daily (Newsletter)

12) Mitsubishi brings 3D to HDTV
By Matthew Panton
June 23, 2008

CRAVE.CNET.com

http://crave.cnet.com/8301-1_105-9975457-1.html

Gone are the '50's era red and blue 3D glasses. In: circularly polarized glasses.

Our entertainment systems have evolved from black and white to color, from fuzzy 480i to ultraclear 1080p, from mono to 7.1 surround sound, from Sony's

Betamax to Sony's Blu-ray—what's next you might say? With Mitsubishi's latest line of televisions, the company has stuck out its leg into the elusive realm of 3D; that is, 3D with the glasses and stereoscopic display.

You'll notice from the image above that Mitsubishi's display isn't using the traditional 3D headgear. Old '50s era black-and-white movies used what's called an anaglyph display, which simply means an image is colorized in cyan and blue and layered on top of each other, providing an image—albeit fuzzy image—with a 3D effect. The problem was if a person tilted his or her head even slightly, the image would appear askew. Circularly polarized glasses, however, which has been popular lately—as seen in Disney's 3D movies, such as Chicken Little—superimposes two images on top of each other with an active filter, correcting the tilt problem and providing for clearer and more convincing 3D image.

This year's product line includes three 73-inch models along with several 65- and 60-inch plasma models. Mitsubishi is also partnering with NVIDIA, using their Stereo Gaming system to enhance some of the most popular DirectX games (PDF link) with all that 3D goodness. The drivers are compatible with the GeForce 7 and above. The 3D-effect is limited to PC sources, whether game or otherwise. As for movies and television programs, the selection isn't so abounding. At a recent press conference, Mitsubishi showed off Star Wars: Episode II, light sabers and all blazing across the screen with a noticeable amount of depth. But don't expect this technology to takeover prime-time American television—if it ever does—in the near future. In Japan, Hyundai is also offering a 46-inch LCD that can display 3D television broadcasts, although with limited programming.

Aspen Media Products has all jumped onboard as well, marrying its specialty, home media server technology, with Mitsubishi's package. Essentially this will be a high-end HTPC hooked up to one of these Mitsubishi models; the company has yet to announce further details, though. Look for more information in the future and a possible review.

13) Mitsubishi and NVIDIA Partner on Stereo 3D HDTVs
June 23, 2008

Ubergizmo.com

http://www.ubergizmo.com/15/archives/2008/06/mitsubishi_and_nvidia_partner_on_stereo_3d_hdtvs.html

You don't know what to do with the 120hz that your Mitsubishi DLP supports? Well, don't worry, they do know what to do with it and it's called stereoscopic 3D. Select movies and video games can be rendered with optimum stereo "3D" quality (requires polarized glasses, I think). 3D Games not designed to be seen in stereo can also be "converted", thanks to a special driver that will capture all the 3D commands and duplicate them for two-eyes rendering (left+right). When converted, glitches can happen, especially with 2D game components such as "sprites" often used to display user-interface and player information. The

following Mitsubishi DLP models are 3D ready: WD-60735, WD-65735, WD-73735, WD-65736, WD-73736, WD-65835, WD-73835.

37) Mitsubishi Digital Electronics America Announces New Relationship With NVIDIA Corporation and Aspen Media Products
June 23, 2008

Earthtimes.org

<http://www.earthtimes.org/articles/show/mitsubishi-digital-electronics-america-announces,442944.shtml>

Same text as above

38) Mitsubishi Digital Electronics America Announces New Relationship With NVIDIA Corporation and Aspen Media Products
June 23, 2008

Smart Brief.com

<http://www.smartbrief.com/news/cea/industryPR-detail.jsp?id=D742DCOD-F554-4973-9C97-DE14445C26B4>

Same text as above

43) Mitsubishi Digital Electronics America Announces New Relationship With NVIDIA Corporation and Aspen Media Products
June 23, 2008

Forbes.com

http://www.forbes.com/prnewswire/feeds/prnewswire/2008/06/23/prnewswire200806231035PR_NEWS_USPR_AQM077.html

Same text as above

45) Mitsubishi, NVIDIA & Aspen to produce 3D home cinema package
By Chris Davies
June 23, 2008

Slash Gear.com

<http://www.slashgear.com/mitsubishi-nvidia-aspen-to-produce-3d-home-cinema-package-2312202.php>

There've been a few 3D TVs and displays in the press recently, some requiring special glasses and some not, and today Mitsubishi, NVIDIA and Aspen Media Products have announced their collaboration on a home theatre system offering straightforward access to both 3D hardware and content. Based on the Aspen Media Server, basically an HTPC with huge storage capacity and 1080p high-def

graphics, the new range will use NVIDIA's GeForce FX Go graphics (and specifically their 3D stereoscopic capabilities) together with Mitsubishi's 3D-ready Home Theater HDTVs.

Mitsubishi will launch several new HDTVs this year, including three 73-inch models along with 60-inch and 65-inch sizes. All will feature both 3D and 1080p visuals. Meanwhile, Aspen will handle the HTPC and on-demand media distribution, including 3D content such as movies, live events, concerts and sports.

NVIDIA's system, unlike say WOWvx, requires the viewer to don special 3D glasses. The GPU renders two separate views of the content, each of which is seen with a different eye.

None of the three companies involved have suggested an availability date or price for the technology or, presumably, package of different hardware that they'll be putting together.

47) Mitsubishi teams with NVIDIA and Aspen for in-home 3D solution

By Darren Murp

June 23, 2008

Engadget HD.com

<http://www.engadgethd.com/2008/06/23/mitsubishi-teams-with-nvidia-and-aspen-for-in-home-3d-solution/>

Neither Mitsubishi, NVIDIA nor Aspen Media are members of the recently formed 3D@Home Consortium, but that's not stopping the trio from teaming up in order to bring the third-dimension into the home. In a rather vague release issued today, the three companies are seemingly coming together in order deliver "high-value 3D content to the consumer at home in one convenient package." What exactly is in that package remains to be seen. From what we can glean, Aspen will be providing the Aspen Media Server, which will in turn possess one of NVIDIA's 3D-capable GeForce FX Go GPUs. From there, we'd bet Mitsubishi throws in an HDTV to seal the deal. C'mon you guys, throw us a bone here, will ya?

49) Mitsubishi Joins Forces with Nvidia, Aspen on 3D

By Arlen Schweiger

June 23, 2008

Electronic House.com

http://www.electronichouse.com/article/mitsubishi_joins_forces_with_nvidia_aspen_on_3d/C157

Mitsubishi says it can deliver a complete 3D package for home entertainment with its new relationship with Nvidia and Aspen Media Products.

With 3D, you'll have to watch out for those backswings during the Masters

Are you ready for 3D in the home? Mitsubishi thinks so, and the manufacturer has enlisted the help of graphics processor Nvidia Corp. and media server manufacturer Aspen Media Products to get there.

Mitsubishi announced an alliance with Nvidia and Aspen Media Products today. No specifics on what they'll be providing together, just that the trio is using its collective brainpower in their respective realms—television production, such as Mitsubishi's 3D-ready Diamond line; stereoscopic 3D technology that's been a hit with PC gaming; and the media server that can capitalize on an increasing amount of 3D content being produced.

"Mitsubishi, a leader in large screen HDTV, Nvidia, a major force in the entertainment graphics market and Aspen Media Products, an innovator in media server technology, have each developed unique technologies that take us to the next level in realizing the dream of 3D home entertainment," said David Naranjo, director of product development, Mitsubishi Digital Electronics America. "By combining the strengths of these three market leading companies, 3D in the home is now ready to become an exciting reality."

Mitsubishi has been showing off its 3D technology since it was a hit at last year's CEDIA Expo, where viewers donned 3D glasses and saw things like football plays and swimming turtles as though they were an arm's reach away.

Now we'll have to keep an eye to see how content such as ultra-realistic PC games and live events might be integrated between the media server, graphics experts and our televisions.

59) Mitsubishi Announces Laser TV Screen Sizes
June 26, 2008

Dealerscope.com

<http://www.dealerscope.com/story/story.jsp?sid=110212&var=story>

The newly named LaserVue Laser TV Technology, which will be available to consumers in the 3rd Quarter.

The newly named LaserVue Laser TV Technology, which will be available to consumers in the 3rd Quarter.

Mitsubishi on Wednesday announced the screen sizes for its upcoming LaserVue TV line. The first-ever Laser TVs, unveiled at January's International CES in Las Vegas, will ship in 65" and 73" models, with the 65" version appearing in the third quarter and the 73" model "to follow."

"Several TV manufacturers have attempted to bring laser TV to market, and

have failed, the vice president of marketing for Mitsubishi Digital Electronics America., Frank DeMartin, said in a statement. "Making laser TV a reality represents yet another history-making milestone in a long legacy of industry firsts for Mitsubishi."

The company did not announce either pricing information or specific release dates.

61) Mitsubishi LaserVue Screen Sizes announced

By Luigi Lugmayr

June 25, 2008

I4U News.com

<http://www.i4u.com/article18446.html>

Mitsubishi announced today additional details surrounding the performance and functionality of its LaserVue TV (Laser TV).

The Mitsubishi LaserVue will be available in 65" and 73" models with the 65 inch Diamond shipping to authorized retailers in the third quarter of this year and the 73 inch Diamond to follow. We actually reported about these screen sizes already as we found them in the Laservue FAQs.

"As a result of our majority share of the world-wide high-performance red laser market, Mitsubishi has an unparalleled, acute understanding of laser technology, and the corresponding expertise to effectively engineer laser beams to function as the ultimate light engine for this premium large screen television product," said Frank DeMartin, vice president, marketing, at Mitsubishi Digital Electronics America. "Several TV manufacturers have attempted to bring laser TV to market, and have failed. Making laser TV a reality represents yet another history-making milestone in a long legacy of industry firsts for Mitsubishi."

Laser beams provide the widest range of rich, complex colors, along with the most clarity and depth of field. Precise and focused, the purity of laser light far surpasses current high definition technologies. The color gamut as a percentage of BT.709 for LaserVue prototypes, has been measured at approximately 200 percent, delivering over twice the color of many of today's HDTVs. Brightness has been demonstrated at about 500 nits. Additional features for LaserVue TV include Smooth 120hz and x.v. Color.

Mitsubishi LaserVue TVs are also capable of delivering a 3D viewing experience.

The LaserVue has an operating power targeted at under 200 watts. This is about one-half the power of today's LCD TVs, and one-third of plasma TVs.

At approximately 10 inches deep, LaserVue TV has been designed for both floor stand and wall-mount applications.

69) Mitsubishi's LaserVue 65-inch and 75-inchers due this fall
By Paul Miller
June 25, 2008

Engadget.com

<http://www.engadget.com/2008/06/25/mitsubishis-laservue-65-inch-and-75-inchers-due-this-fall/>

We got a first glimpse of Mitsubishi's brand new rear-projection-ish laser-based TV tech, LaserVue, back at CES, but now the sets are just about primed for action, and should be hitting store shelves, as previously noted, Q3 2008. LaserVue will debut in 65-inch and 73-inch, with the 65-inch version hitting the scene first. Mitsubishi is still pretty coy about what exactly makes the technology tick – other than the "zomg, lasers" aspect – but is quick to point out the 200 percent color gamut that LaserVue provides, more than twice that of most traditional HDTVs. The sets also run at 120Hz, and boast 500 nits of brightness. Head to head against LCD and plasma sets we had trouble finding the differences, other than the color depth (particularly in the reds, almost too much so, though we're sure you can tweak that). Have no fear: the blacks are black, the brights are bright, and the viewing angle puts DLP to shame. That said, we're hearing price points are going to be more comparable to plasma and LCD than DLP, so Mitsubishi might have its work cut out for it in convincing consumers that these new "chubby," 10-inch thick TVs are the way to go. We're not entirely convinced ourselves, though one aspect can't be disputed: LaserVue draws under 200 watts, about half that of LCD and a third of plasma.

75) Mitsubishi Digital Electronics America, Inc. Announces Screen Sizes for LaserVue(TM) Laser TV Shipping in Third Quarter 2008
June 25, 2008

About.com

<http://markets.about.com/about?GUID=5833184&Page=MediaViewer&ChannelID=3197>

Same text as above

82) Mitsubishi LaserVue Laser TV Will Be 65 and 73-Inches and Ship in Q3
By Benny Goldman
June 25, 2008

Gizmodo.com

<http://gizmodo.com/5019476/mitsubishi-laservue-laser-tv-will-be-65-and-73+inches-and-ship-in-q3>

Details on Mitsubishi's LaserVue, the rear-projection 1080p television that uses frickin' laser beams to display exceptionally rich color, are pouring out. The TV set will come in 65" and 73" varieties when it ships in Q3 this year. It's 10" deep, thin by historical standards, but still somewhat thick for today's tastes, but the 120Hz set consumes a fraction of the power of LCDs and plasmas and is 3D-capable out of the box. No word on price.

89) Mitsubishi to Ship 65W Rear-Projection Laser TV in September
June 25, 2008

Consumer Electronics Daily (Newsletter)

90) Mitsubishi Digital Partners with NVIDIA Corporation and Aspen Media Products

By Divya Narain
June 25, 2008

TMC Net.com

<http://www.tmcnet.com/comsol/articles/32277-mitsubishi-digital-partners-with-nvidia-corporation-aspen-media.htm>

Mitsubishi (News - Alert) Digital Electronics America has teamed up with NVIDIA Corporation and Aspen Media Products, to develop the first complete 3D solution for the home entertainment market. The partnership, for the first time in the history of entertainment, will offer a complete package of 3D content for home viewing.

"Mitsubishi, a leader in large screen HDTV, NVIDIA (News - Alert), a major force in the entertainment graphics market and Aspen Media Products, an innovator in media server technology, have each developed unique technologies that take us to the next level in realizing the dream of 3D home entertainment," said David Naranjo, director of product development, Mitsubishi Digital Electronics America.

"By combining the strengths of these three market leading companies, 3D in the home is now ready to become an exciting reality," added Naranjo.

NVIDIA has a proven track record of delivering 3D imagery for PC Games through its GeForce FX Go series of graphics processing units (GPUs). Notably, NVIDIA's GeForce 3D stereoscopic technology acts as a driver for Windows Vista, creating two views for stereoscopic display systems to show depth with Microsoft (News - Alert) DirectX games. The entire GeForce 7 series and higher GPUs are interoperable with Mitsubishi's 3D-ready Home Theater TVs.

"NVIDIA is extremely excited about its new relationship with Mitsubishi and Aspen Media Products, and is fully committed to bringing 3D technology to the

home entertainment market," said Ujesh Desai, general manager, NVIDIA Corporation.

"This is an unparalleled industry first, and we are proud to play a key role in providing a complete 3D home entertainment solution to the consumer," stated Desai.

Aspen Media will chip in with the Aspen Media server that will act as a platform for the delivery of the 3D entertainment technology.

"The Aspen Media Server has delivered on-demand music, movies and other entertainment programming to the home since its introduction. Now with the increased production of 3D content such as movies, live events, concerts and sports, the Aspen Media server provides an ideal platform to deliver the latest in 3D entertainment technology to the consumer," said John Oliver, chief executive officer, Aspen Media Products.

"We are excited to work with two great industry leaders, Mitsubishi Digital Electronics America and NVIDIA, to bring this amazing new solution to consumers," explained Oliver.

Mitsubishi's entire range of Home Theater TVs are 3D-ready including this years line including three new 73" models along with 60" and 65" sizes. In addition to the 3D-ready capability, these TVs also come with thinner frames and increased brightness.

While NVIDIA Corporation has an expertise in visual computing technologies, Aspen Media Products, LLC focuses on computer, home theater and home automation industries.

91) Mitsubishi Launches Laser-based DLP HDTVs
By Dennis Barker
June 25, 2008

Electronic House.com

http://www.electronichouse.com/article/mitsubishi_launches_laser_based_dlp_hdtvs/

Mitsubishi claims the LaserVue delivers twice the color while using only half the power of most TVs.

At a posh SoHo loft in New York City, Mitsubishi Digital Electronics America, Inc. formally announced today additional details surrounding the performance and functionality of its new LaserVue TV, which is based on Texas Instruments' DLP (Digital Light Processing) technology. As the first-ever laser-powered television, LaserVue hopes to deliver a range of color seemingly never before seen in home entertainment, which Mitsubishi is calling "a true dimension experience."

Mitsubishi sums up their laser-based television technology by saying that "Believing is Seeing."

According to Mitsubishi, today's HDTVs display less than 40-percent of the color spectrum that the eye can see. Supposedly, laser-based illumination produces twice the color of conventional displays. Laser beam illumination also provides a wide range of rich, complex colors, along with an enhanced clarity and depth of field not provided by other display technologies.

Using TI's DLP projection technology as a base, LaserVue features laser technology as the next-generation of its illumination light source in rear projection DLP HDTVs. While Mitsubishi indicated that LED illumination (as used by Luminus Devices' PhlatLight technology) is a good choice for new illumination schemes in DLP rear projection TVs, Mitsubishi believes that laser is clearly superior, and "one step beyond" LED. Like PhlatLight illumination, laser illumination also eliminates the color wheel and lamp found on other DLP projectors. Lamp-less DLP projection in either front or rear applications is the current direction that this display technology is now headed. And, by eliminating the color wheel and its expensive replaceable lamp, the depth of the television is also reduced.

Mitsubishi indicated that laser beams provide the widest range of rich, complex colors, along with the most clarity and depth of field. Precise and focused, the purity of laser light reportedly far surpasses current high definition technologies. The color gamut as a percentage of BT.709 (a standard for color measurement in televisions) for LaserVue prototypes has been measured at approximately 200-percent, delivering over twice the color of many of today's HDTVs. Brightness has been rated at about 500 nits (nits = a measure of brightness that relates to televisions). Additional features found on all LaserVue televisions include Smooth 120 Hz refresh rate that helps with motion lag and judder, and x.v. Color for an improved color palette.

LaserVue will be available in 65-in. and 73-in. screen sizes. Mitsubishi hopes that LaserVue will raise the bar for large screen television (those models over 60-in.) by delivering twice the color at half the power of today's current LCD and plasma HDTVs.

Like other new DLP rear projection television's, Mitsubishi LaserVue TVs not only provides excellent picture quality, they are also capable of delivering a new and somewhat unique 3D viewing experience. As well, the new LaserVue TVs are environmentally friendly by operating power targeted at fewer than 200 watts. These televisions will use approximately one-half the power of today's LCD TVs, and one-third of plasma TVs. At a depth of approximately 10 inches, LaserVue TV has been designed for both floor stand and wall-mount applications.

At Mitsubishi's line show last April, the company had a "shoot-out" demonstration between a Pioneer Elite 1080p 50-in. plasma HDTV and a Sharp Aquos 65-in 1080p LCD HDTV. The image quality of the Mitsubishi LaserVue

looked impressive to this reviewer as compared to the other displays. The colors were deep and rich with amazing reds and blacks as compared to competitive plasma and LCD 1080p panels. Contrast and clarity were among the best that this reviewer has seen in a long, long time.

Mitsubishi indicated that several TV manufacturers have attempted to bring laser TV to market, and have failed.

The 65-in. model (L65A90), which is part of Mitsubishi's Diamond line, will begin shipping to authorized retailers in the third quarter of this year. The 73-in. model (L73A90), which is also part of their Diamond line, will follow to Mitsubishi retailers later in the year. Pricing will be set closer to launch in the Fall.

92) Mitsubishi to ship LaserVue laser TVs in summer
June 25, 2008

Electronista.com

<http://www.electronista.com/articles/08/06/25/laservue.hdtvs.in.summer>
/

<http://www.electronista.com/articles/08/06/25/laservue.hdtvs.in.summer>
/Mitsubishi today committed to the final launch of its LaserVue sets. The world's first production laser-based HDTVs should be available in the summer and will be split into 65-inch and 73-inch screen sizes; by using laser light in place of normal lamps, either screen is much more accurate and can generate 200 percent of the normal NTSC color gamut while also consuming much less power. The 200 watts used by a LaserVue is said to be half that of a same-size LCD and a third that of an equivalent plasma set.

Both screens produce about 500 nits of brightness and take advantage of their greater color depth with support for x.v.Color (greater than 24-bit color) through HDMI 1.3 ports and a 120Hz panel that can compensate for motion artifacts. Either LaserVue is 10 inches deep and just shallow enough to allow for wall mounting.

Exact ship dates and pricing for the sets are unavailable, though Mitsubishi says the 65-inch system will be available first with the larger version coming later.

96) Mitsubishi's LaserVue models on tap for Q3 introduction
June 26, 2008

Smart Brief.com

<http://www.smartbrief.com/news/cea/storyDetails.jsp?issueid=CBCCB58B-62DF-4FEE-B62F-F827C677F8A0©id=A9670FCE-2A13-4462-887A-E425F66BC31D>

Mitsubishi says its new line of LaserVue large-screen TVs will offer viewers twice the color and half the power usage of conventional high-definition screens. The company also announced that the 65-inch LaserVue "Diamond" model will begin shipping in the third quarter of this year and that the 73-inch version would follow shortly thereafter

101) Mitsubishi Digital Electronics America, Inc. Introduces New Premium Flat Panel TV With Integrated 16-Speaker Sound Projector
June 30, 2008

Examiner.com

http://www.examiner.com/p-189250~Mitsubishi_Digital_Electronics_America_Inc_Introduces_New_Premium_Flat_Panel_TV_With_Integrated_16_Speaker_Sound_Projector.html

Same text as above

103) Mitsubishi Digital Electronics America, Inc. Introduces New Premium Flat Panel TV With Integrated 16-Speaker Sound Projector
June 30, 2008

CNBC.com

<http://www.cnbc.com/id/25455679/>

Same text as above

110) Mitsubishi Adds 16-Speaker LCD TV Line
By Greg Tarr
June 30, 2008

TWICE.com

<http://www.twice.com/article/CA6573910.html?nid=2402>

New York — In addition to revealing plans for 3-D DLP packages and new LaserVue DLP screen sizes, Mitsubishi used a recent press conference, here, to formally unveil its UltraThin Frame premium flat-panel TV line featuring an Integrated Sound Projector (iSP).

The line, which ships this month, includes the 46-inch LT-46149 (\$3,299 suggested retail) and 52-inch LT-52159 (\$3,699) models.

Both feature full 1080p resolution, Smooth 120Hz Film Motion frame rates, GalleryPlayer software with a collection of still images for display when the set is not being used for video, and uni-directional digital CableCARD slots.

The line's most distinguishing feature is the iSP system which employs a 16-speaker array to create a 5.1-channel sound field from a single speaker cabinet attached below the TV screen. The system uses advanced algorithms to delay the sound varying intervals to each of the 16 speakers, generating a 5.1-channel effect focused both directly and indirectly at the listener.

Mitsubishi said the iSP system also uses a simple graphical user interface to assist in the proper setup for the room surroundings. The system calculated the beam angles to provide the best sound for the environment, Mitsubishi said.

111) Mitsubishi's new iSP 149 series LCDs have it all in one place

By Paul Miller

June 30, 2008

Engadget.com

<http://www.engadget.com/2008/06/30/mitsubishis-new-isp-149-series-lcds-have-it-all-in-one-place/>

If you're a lazy ass consumer (the very best kind), bent on pulling a device out of the box, plugging it into a wall, and never messing with another bit of "setup" again, you're certainly not alone. In fact, most folks never lift a finger to calibrate their displays, plug better speakers in, or place those speakers in actually advantageous spots. To that end, Mitsubishi is debuting its new LT-46149 and LT-52149 LCDs with integrated 16-speaker sound projectors. Similar to the sound bars offered up by many home audio manufacturers, the "Integrated Sound Projector" (iSP) is designed to bounce sound off walls and around the room to give the illusion of surround sound. The perk of TV integration is an easy to use room configuration on-screen tool to specify your room's dimensions, couch placement and preferred sweet spot size. At the end of the day, your sound is all coming from one spot, so directionality isn't going to quite match a for-realsie surround sound setup, and the system we listened to was a little sharp in the high end, but it's certainly a unique and appealing offering from Mitsu to the everyman TV watcher. The TV itself is CableCard ready, can support sound over HDMI and PCM inputs, and offers Mitsu's 120Hz film dejuddering – that rather awkwardly makes your favorite films look like they were shot by a TV news crew. The 46-inch and 52-inch LCDs will sell for \$3,299 and \$3,699, respectively.

115) Hands-on with Mitsubishi's iSP flat panel TVs

By Peter Ha

June 30, 2008

Crunch Gear.com

<http://www.crunchgear.com/2008/06/30/hands-on-with-mitsubishis-isp-flat-panel-tvs/>

Previewed last week for the press was Mitsubishi's latest line of 120Hz flat panels with Integrated Sound Projector, which entails 16 speakers placed along the bottom edge of the set. The array is meant to reproduce 5.1 surround sound by varying the times in which the speakers fire off sounds. Mitsubishi is claiming the technology to be easy to use and fairly straightforward which I tend to agree with based on the demo.

Setup is fairly basic, but can also be modified for the home theater buffs to adjust for couch placement and other minute details to optimize where sound should be going. For example, let's say your couch isn't in the middle of the room directly in front of the TV, but it's actually to the left by 10-feet or something. The iSP setup allows you to shift your virtual couch to the left so you still get the center channel effect and so forth. Further details after the jump.

There will be a 46- and 52-inch model that will be available next month for \$3,299 and \$3,699, respectively.

IRVINE, Calif. — June 30, 2008 — Mitsubishi Digital Electronics America, Inc. today announced the introduction of their Ultra Thin Frame Premium Flat Panel TV with Integrated Sound Projector (iSP). The new Premium Flat Panel TVs with iSP deliver built-in sound capabilities that will transform the home entertainment experience with innovative sound technology by offering consumers an integrated home theater TV solution without the need for additional speakers or extra wires - all using a single remote control. Mitsubishi's new Premium Flat Panel TV with Integrated Sound Projector product line up will come in 46" (LT-46149) and 52" (LT-52149) models.

"Mitsubishi's new Premium Flat Panel TV with iSP creates a new immersive audio experience with innovative sound technology that exceeds what is currently being offered on the market," said Frank DeMartin, vice president, marketing, at Mitsubishi Digital Electronics America. "The new Premium Flat Panel TV with iSP is ideal for consumers who have been craving a complete home theater TV solution without the complicated set-up and operation."

How iSP Works

The integrated sound projector (iSP) reproduces true 5.1 surround sound from a single speaker cabinet attached below the TV screen. The speaker enclosure houses a 16-speaker array that creates a 5.1 channel sound field. Through the use of an advanced algorithm, the iSP delays the sound varying intervals to each of the 16 speakers. As a result, the speaker generates 5.1 distinct sound beams that are focused both directly and indirectly to the listener.

Easy to Set-up and Use

Simplicity and superb performance make the Mitsubishi Premium Flat Panel TV with iSP one-of-a-kind. The new models provide high quality performance picture and sound with simple set-up and user-friendly operation enabling a unique total home theater package.

One of the key features of the integrated Sound Projector is its simple graphical user interface. Out-of-the-box, the iSP is set up to deliver optimal sound in a typical room setting. In a matter of minutes, the user can easily enter specific room dimensions as well as the location of the main listening area. The iSP calculates the beam angles to provide the best sound for the room environment. If a user chooses to further fine tune the surround sound, the iSP provides the ability to position each channel via a test tone and an easy-to-use graphical user interface. Through the simple on-screen display, users can adjust the location and sound level for each of the five surround channels. The output level for the sub woofer is also directly controllable from the remote control.

The new Mitsubishi Premium Flat Panel TV with iSP is also extremely easy to use. The Digital Cable Ready feature (CableCard) offers connection to digital cable without the need for a set-top box. With a simple user interface and audio supported by HDMI and PCM, the Premium Flat Panel TV is designed to deliver optimal sound in typical room settings and supports easy connection to DVD and Blu-ray players.

“The Mitsubishi Premium Flat Panel TV with iSP represents a significant milestone in our strategy to deliver a richer and easy-to-use home theater entertainment experience that meets strong consumer demand for simplicity and aesthetic purity within the home theater space,” said David Naranjo, director of product development at Mitsubishi Digital Electronics America. “The new Premium Flat Panel TV with iSP eliminates the need for separate audio components to provide a clutter-free home theater system that is also ideal for secondary home theater rooms such as bedrooms and smaller locations throughout the house where full-blown theater systems may not be practical.”

Product Features

Mitsubishi’s entire line of Premium Flat Panel TVs feature Smooth 120Hz Film Motion, taking 120Hz to the next level with dejudder for film originated content. In the conversion of film-to-video for display, 24Hz artifacts can be seen in slow panning scenes and Smooth 120Hz Film Motion eliminates this artifact for smooth, crisp, fast and slow action content.

Consumers can also turn the new Mitsubishi Premium Flat Panel TVs into a work of art with GalleryPlayer software which enables display of stunning high-definition art and photography. Users can select images from GalleryPlayer’s comprehensive library of licensed digital photography and reproductions from National Geographic, The Metropolitan Museum of Art and others. Customers may download the GalleryPlayer software at <http://www.galleryplayer.com> and load on to a USB drive for installation in all Mitsubishi Premium Flat Panel TVs.

116] Mitsubishi’s New Ultra-Thin LCD Delivers Surround Sound
By Dennis Barker
June 30, 2008

Electronic House.com

http://www.electronichouse.com/article/print/mitsubishis_new_ultra_thin_lcd_delivers_surround_sound/C157

This Integrated Sound Projector reproduces 5.1-like surround sound from a single speaker cabinet.

Since the inception of television, sound has always played second fiddle to the picture. Even today, the sound quality of the majority of TVs is pitiful. Depending on the set (even the most expensive), TVs have the tiniest and tinniest sounding speakers offering audio quality from 1-watt to 10-watts per channel on average. Yes, over the years, manufacturers have tried to improve sound quality by adding more speakers – even a subwoofer was included in a few models in the past, but to no avail. In today's age of high-definition TV, Blu-ray movies, and 7.1 surround sound, to get better sound you have to go to an external audio source (such as a Home Theater In A Box or soundbar) or separate audio components. No more.

At last week's unveiling of LaserVue TV and other HDTVs in New York City, Mitsubishi Digital Electronics America, Inc. announced the introduction of their new Ultra Thin Frame Premium Flat Panel TV with Integrated Sound Projector (iSP) – their 149 Series. These TVs were designed for viewers who have been craving a complete home theater TV experience, but without the complicated set-up and operation. Mitsubishi's new product line up will come in 46-in. (LT-46149) and 52-in. (LT-52149) models.

How iSP Works

The integrated sound projector (iSP) reproduces 5.1 surround sound from a single speaker cabinet attached below the TV screen, which gives the flat panel the appearance of a slight chin. The small speaker enclosure houses a 16-speaker array that creates a full 5.1 channel sound field. Through the use of an advanced algorithm, the iSP delays the sound varying intervals to each of the 16 speakers. As a result, the speaker array generates 5.1 distinct sound beams that are precisely focused both directly and indirectly to the listener decoding both Dolby Digital and Dolby TrueHD surround sound. At this time, it does not support DTS.

One of the key features of the iSP is the easy-to-use, graphical user interface. Out-of-the-box, the iSP is set up to deliver optimal sound in a typical room setting. However, the user can simply enter specific room dimensions, e.g. 13 x 20, as well as the location of the main listening area. The TV placement and furniture placement are also adjustable. Then, the iSP calculates the sound beam angles to provide the optimal sound for the entire room environment. Via the on-screen display, viewers can adjust the location and sound level for each of the five surround channels. To further improve sound quality, there is an auto-sensing subwoofer out jack so that you can add any brand of subwoofer for improved bass levels. The output level for the subwoofer is also directly controllable from

the remote control. The beauty of subwoofers is that they can be placed anywhere within a room – even behind the TV.

How did it sound? Pretty darn good! While certainly not on par with the best home theater separates, the sound projector technology provides a very pleasing experience comparable to a good HTiB or Soundbar, but without any hook-up. As a long-time reviewer of audio products, I found the 149 Series very impressive. Simply attach an HD set-up box (either cable or satellite) and a Blu-ray player, and you're done! Instant Home Theater.

Product Features

Unlike most other TVs on the market today, the 149 Series are Digital Cable Ready with CableCard, which offers connection to digital cable without the need for a set-top box.

Mitsubishi's entire line of Premium Flat Panel TVs feature Smooth 120Hz Film Motion. In the conversion of film-to-video for display, 24Hz artifacts can be seen in slow panning scenes and Smooth 120Hz Film Motion eliminates this artifact for smooth, crisp, fast and slow action content. Other video features include PerfectTint, SharpEdge, Deep Color, x.v.Color, DeepField Imager, and a 6-color processor that together improves the overall picture quality of these televisions.

Housed in a high gloss cabinet with a blue light accent and ultra thin frame, the 149 Series also includes 4 HDMI 1.3a inputs with CEC, RS232, and a USB input so that music or photos can be easily shown. As well, Mitsubishi has included GalleryPlayer software, which enables the display of high-definition art and photography. According to Mitsubishi, GalleryPlayer offers a comprehensive library of licensed digital photography and reproductions from National Geographic, The Metropolitan Museum of Art and others. Customers may download the GalleryPlayer software and load on to a USB drive for installation in all Mitsubishi Premium Flat Panel TVs.

Pricing & Availability

Mitsubishi will begin shipping the LT-46149 (priced at \$3,299) and LT-52149 (priced at \$3,699) to authorized retailers in the U.S. in July.

120] Mitsubishi introduces Premium LCD HDTVs with integrated Sound Projector

By Shane McGlaun
June 30, 2008

I4U News.com

<http://www.i4u.com/article18602.html>

Mitsubishi introduced a pair of new Ultra Thin Frame premium flat panel HDTVs today that feature integrated Sound Projectors. The two sets are the 46-inch screen LT-46149 and the 52-inch screen LT-52149 models.

The integrates sound projector uses an array of 16 speakers to reproduce a true 5.1 surround sound listening experience without needing speakers or wiring to accomplish it. Both models also feature a 120Hz refresh rate and the ability to display HD programming. The 46-inch set will retail for \$3299 and the 52-inch set will sell for \$3699.

"Mitsubishi's new Premium Flat Panel TV with iSP creates a new immersive audio experience with innovative sound technology that exceeds what is currently being offered on the market," said Frank DeMartin, vice president, marketing, at Mitsubishi Digital Electronics America. "The new Premium Flat Panel TV with iSP is ideal for consumers who have been craving a complete home theater TV solution without the complicated set-up and operation."

121] Mitsubishi Announces Flat-Panel TVs with Integrated 16-Speaker Sound Projector
June 30, 2008

Gearlog.com

http://www.gearlog.com/2008/06/mitsubishi_announces_flatpanel.php

Tired of purchasing additional speakers and fiddling with extra wires just to have the ultimate home theater system? Then you may want to check out Mitsubishi's latest Ultra-Thin Frame Premium Flat Panel TV line with—get this—an integrated sound projector (iSP).

Officially announced on Monday, the Premium Flat Panel TV product line consists of the 46-inch (LT-46149) and 52-inch (LT-52149) models. The iSP works by reproducing "true 5.1 surround sound from a single [16-speaker array] cabinet attached below the TV screen...Through the use of an advanced algorithm, the iSP delays the sound varying intervals to each of the 16 speakers," according to the company. What you get is 5.1 sound beams aimed both directly and indirectly at you.

Another interesting feature of the iSP is that you can enter specific room dimensions and locations of the main listening area using the on-screen display. The iSP then calculates the sound beam angles for the best sound.

Mitsubishi's entire line of Premium Flat Panel TVs also feature Smooth 120Hz Film Motion for converting film to video.

The LT-46149 and LT-52149 will be available in July 2008 for \$3,299 and \$3,699, respectively.

122] Mitsubishi Launches "Simplified" Home Theater
By Jeff O'Heir
June 30, 2008

Dealerscope.com

http://www.dealerscope.com/story/story.bsp?sid=110473&var=story&publication=Dealerscope&publicationDate=6/30/08&slug=DSEnews02_063008_mitsubishi&category=None§ion=Unknown

To help correct what Mitsubishi says is an ongoing complaint among its consumers, the company has launched a line of 16-speaker LCD TVs to simplify the process of integrating quality sound with flat-panel sets.

"This is in response to something we've been hearing from our customers, which is how complicated setting up a home theater is," said Frank DeMartin, vice president of marketing for Mitsubishi Digital Electronics, America. "We tried to come as close to a one-button home theater as we could."

Mitsubishi also announced it will ship its LaserVue high-definition 65-inch set during the third quarter, with a 73-inch model to follow.

The 149 iSP (Integrated Sound Projector) line comes in 46-inch (LT46149, MSRP \$3,299) and 52-inch (LT52149, \$3,699) and are expected to ship toward the end of this month. The sets include an easy set-up interface to help consumers gain optimal sound quality and a more advanced set-up for custom installers who want to fine-tune sound for particular room configurations.

"We're not trying to cannibalize the audio market," said John Hwang, a Mitsubishi product manager. "This fills a hole for the customer that wants simplification."

DeMartin said less than five percent of large-panel TVs in the U.S. are sold with additional audio. Mitsubishi, he said, worked with some of its key dealers in designing the new line. The campaign behind the launch will include unique marketing and merchandising tools (to ship in August) to help retailers demonstrate the difference between standard TV audio and the new sound projection system. Mitsubishi will also add a large button to the demo sets that consumers on a store's sales floor can push to activate a demo that highlights the differences.

Demonstrating sets with quality sound could help some retailers, especially those with installation services, to push the new line into secondary rooms or vacation homes, while convincing the customer to set up a higher-end home theater system in the main viewing room, DeMartin said.

"Installers tell us these are great for areas where you can't run wires; for consumers who really value the look of the room," he said. "They also tell us that for every home theater they sell, they can sell one, two or three of these sets for secondary rooms or vacation homes."

In the face of dwindling consumer confidence, a down economy and an onslaught of third-tier manufacturers, DeMartin said retailers can position the

new line as a value-added product that produces quality sound without the need for additional components.

“Most people that purchase a new TV plan to keep it for a long time,” he said. “Consumers know that with a brand like Mitsubishi, they’ll be able to receive service for years to come. They know we’ll stand behind the product.”

123] Mitsubishi Shows LaserVue
By Mark Fleischmann
June 25, 2008

Home Theater Magazine.com

<http://www.hometheatermag.com/news/062508mitsubishi/>

Mitsubishi showed off its creativity in three different ways at a New York press demo yesterday. Laser-backlight LCD-HDTVs were on display, along with 5.1-channel sound built into sets, and 3D for both movies and games.

LaserVue substitutes three lasers (red, green, and blue) for the fluorescent backlighting used in most LCD TVs. The demo flanked a 65-inch Laservue set with another manufacturer's 65-inch LCD and what appeared to be a Pioneer plasma (with the badge hidden). I'm no Tom Norton but I'll make two observations.

The LaserVue set was fully competitive with the black level of the plasma. And despite Mitsubishi's boast of a 200 percent color gamut and redder reds, whites were distinctly skewed to blue, possibly indicating too high a color temperature, and overall color accuracy seemed to lag both of the two mystery products. I'll be as eager as anyone to read what happens when Tom gets a LaserVue in for review and calibration. LaserVue sets will be available in the third quarter in 73- and 65-inch sizes for prices yet unannounced.

Finally, Mitsubishi has partnered with Nvidia to create 3D for Windows Vista PC games and movies, both of which were demonstrated with an Aspen media server. All of Mitsubishi's Home Theater line (DLP) sets are 3D ready. They are available now in 60-, 65-, and 73-inch sizes at prices starting at \$1799.

129] Mitsubishi HDTVs with built-in 5.1 surround sound projector
By Chris Davies
June 30, 2008

Slash Gear.com

<http://www.slashgear.com/mitsubishi-hdtvs-with-built-in-5.1-surround-sound-projector-3012329.php>

Given how well all-in-one speaker bars can work - they basically bounce sound around your room from one point under the screen, rather than requiring you to

fill your lounge with separate speakers - it's a surprise that we don't see them integrated with TVs more often. Thankfully Mitsubishi have seen the error of such ways, and announced two new LCD TVs, the LT-46149 and LT-52149, each with the integrated Sound Projector (iSP).

Measuring 46-inches in the case of the LT-46149, and 52-inches for the LT-52149, each screen is 16:9 widescreen and features CableCard, Smooth 120Hz Film Motion (which claims to remove artifacts in fast-moving HD footage), PerfectTint, SharpEdge, Deep Color, x.v.Color, DeepField Imager and a 6-color processor. However it's the speaker array that most people will be interested in: 16 small speakers creating the effect of surround sound. A straightforward graphical menu makes setup easy, adjusting automatically to whatever room size is entered and where the seating is placed.

A total of four HDMI 1.3a inputs with CEC, RS232, and a USB input should sort any connectivity needs you throw at the pair, and theres GalleryPlayer software for displaying sideshows of high-definition art and photography. Priced at \$3,299 and \$3,699 LT-46149 and LT-52149 respectively, Mitsubishi will begin shipping the sets in July.

146] Mitsubishi Digital Electronics America, Inc. Introduces New Premium Flat Panel TV With Integrated 16-Speaker Sound Projector
June 30, 2008

Los Angeles Times.com

<http://www.prnewswire.com/cgi-bin/stories.pl?ACCT=LATHRD.story&STORY=/www/story/06-30-2008/0004841098&EDATE=MON+Jun+30+2008,+09:00+AM>