



## **Mitsubishi Digital Electronics America Expands Relationship with VUDU, Adds VUDU Apps to All Models in its New Line of Internet-enabled HDTVs**

**LAS VEGAS —January 6, 2010 —** Mitsubishi Digital Electronics America, Inc. (MDEA), the leader in large screen HDTVs, will introduce a line of Internet-enabled televisions this year integrating VUDU Apps, a platform for the delivery of Internet entertainment services. The lineup of VUDU Apps on Mitsubishi televisions will feature the VUDU Streaming Movie Service, the leading HD on-demand movie service available today, which is currently supported on select Mitsubishi Unisen™ Immersive Sound televisions.

Mitsubishi's 2010 line of Internet-enabled televisions will provide access to over 100 Apps, ranging from news services to popular Internet sites, directly on their televisions via VUDU Apps. VUDU has announced that Vudu Apps to be introduced in 2010 will include:

- **Popular Internet sites** including Pandora, Dailymotion, Picasa and Flickr
- **Leading News Services**, such as *The New York Times*, Associated Press and NBC Nightly News
- **Popular Video Podcasts** including Revision3 and DiggNation
- **VUDU Movies**, featuring the world's largest catalog of HD movies with more than 3,000 movies, and HDX, the only streaming 1080p HD video with high resolution 5.1 Dolby Digital Plus surround sound available directly on Internet-connected televisions

“Mitsubishi continues to add innovative new features to our products, enabling consumers the flexibility to have advanced functionality at their finger tips,” said Frank DeMartin, vice president of marketing, Mitsubishi Digital Electronics America. “By integrating VUDU Apps for 2010, we will be providing our customers with a state-of-the-art applications platform from a company leading the way in the delivery of Internet entertainment services directly to the television.”

VUDU Apps' cloud architecture will allow Mitsubishi Internet-enabled TV owners to access the latest VUDU Apps without the need to download or install new software. MDEA plans to include VUDU Apps on all Internet-enabled HDTVs this year.

### **About Mitsubishi Digital Electronics America, Inc.**

Mitsubishi Digital Electronics America, Inc., manufactures and markets a comprehensive line of premium quality 1080p Home Theater TVs and Unisen™ 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](http://www.mitsubishi-tv.com).

**About VUDU**

For information, visit <http://www.vudu.com/>.

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