



Mitsubishi Digital Electronics America Kicks Off 3D Home Entertainment Promotion with IGN.com

Sweepstakes With Web's Top Gaming Site Gets the 3D Party Started

IRVINE, Calif. — August 24, 2009 — Mitsubishi Digital Electronics America, Inc. (MDEA) today announced its 3D-Ready¹ Home Theater TV promotion with IGN.com (<http://www.ign.com>), the Web's leading videogame and entertainment information destination. The promotion showcases the capabilities of 3D gaming and movies, a feature becoming more in demand among consumers as 3D content production continues to increase. The promotion includes a sweepstakes for a chance to win a complete Mitsubishi 3D home entertainment package, including a 65-inch 3D-Ready Home Theater TV, Aspen media server, NVIDIA graphics card, an emitter and two pair of active-shutter 3D glasses.

“For gamers, 3D is the perfect technology to bring the action to life and we are ready to help take it to the next level through the incredible picture performance and exceptional value that our Home Theater TVs deliver,” said Frank DeMartin, vice president of marketing, Mitsubishi Digital Electronics America. “With more and more 3D video content being produced, this sweepstakes will put the winner in the enviable position of owning one of the most complete bundles of 3D video equipment the entertainment industry currently has to offer.”

With approximately 400 PC games that can be converted to 3D, there is no shortage of video game content that can put gamers in the heart of the action, with larger than life visuals. With top titles such as World of Warcraft, Spor, Warhammer Online: Age Of Reckoning and Batman Arkham Asylum, all of the most popular gaming titles can be experienced in a vivid 3D world. In addition, more and more Hollywood blockbuster titles are being produced and released in 3D with nearly two dozen 3D movies slated to come out in 2009, such as “Journey to the Center of the Earth,” “Ice Age: Dawn of the Dinosaurs” and “Avatar” (coming Dec. 18).



3D Home Entertainment Sweepstakes

The IGN.com 3D entertainment promotion with MDEA will run from August 28 to September 30, and is open to all U.S. residents. To enter, simply go to http://microsites.ign.com/mitsubishi_3dparty. The grand prize winner will receive a prize package worth approximately \$3,500.00, which will include:

- **Mitsubishi 65-inch 3D-Ready Home Theater TV – WD-65737**
- **Aspen Media Server** – Velocity Micro Edge Gx335 Desktop PC (2.83 GHz Intel Core 2 Quad Q9550 Processor, 6 GB RAM, 1 TB Hard Drive, 20x DVD burner, Vista Premium)
- **Nvidia GeForce 9800 GTX+ 512MB GPU**
- **Emitter** – GeForce 3D vision USB controller/Infrared emitter
- **3D Glasses (two pair)** – Custom engineered active shutter glasses with built-in electronics

3D Brings to Life the Home Theater Experience

MDEA's entire Home Theater TV product line re-defines the large screen entertainment category by offering 3D-Ready viewing technology. Mitsubishi is committed to making 3D a reality in consumers' homes worldwide and has worked closely with leading technology and content providers for the last several years to develop the most compelling 3D experience for consumers, particularly for 3D gaming.

MDEA continues to lead the competition with the largest Home Theater TVs available. The 737 Series includes 60", 65", 73" and 82" screen sizes, and the 837 Series features 65", 73" and 82" sizes - all featuring 3D-Ready viewing technology. The models include Smooth 120 Film Motion, *New* Advanced Video Calibration Mode, JADE Activity Based User Interface, *Improved* DeepField™ Imager, SharpEdge™, Video Noise Reduction, UltraThin™ Frame and Mitsubishi's Exclusive 6-Color Processor™ which provides significantly more color reproduction than typical flat panel TVs. All models are EnergyStar™ 3.0 qualified.

About Mitsubishi Digital Electronics America, Inc.

Mitsubishi Digital Electronics America, Inc., the Official HDTV Sponsor of The PGA TOUR, 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.



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¹In order to display 3D images, Mitsubishi LaserVue[®] & Home Theater DLP TVs require source devices to support checkerboard display formats for display of 3D gaming or 3D cinema content. A 3D standard format does not currently exist for Blu-Ray or DVD prepackaged media. A 3D standard may emerge that is not compatible with Mitsubishi LaserVue[®] or Home Theater DLPs.

6-Color Processor, Ultra Thin Frame, Smooth 120Hz Film Motion, and DeepField Imager are trademarks of Mitsubishi Digital Electronics America, Inc. DLP is a trademark of Texas Instruments. x.v. Color is a trademark of Sony Corporation.

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