



## **Mitsubishi Digital Electronics America Ships VUDU Integrated 1080p Flat Panel LCD Televisions**

*Unisen™ Diamond Line of Immersive Sound TVs Deliver VUDU's Extensive HD Library In Full 1080p and 5.1 Dolby® Digital Surround Sound*

**IRVINE, Calif — September 3, 2009** --- Mitsubishi Digital Electronics America, Inc. (MDEA) today announced it has begun shipping VUDU integrated 1080p flat panel TVs in its Diamond models of Unisen™ Immersive Sound LCD Televisions. MDEA will provide the consumer the opportunity to experience the seamless delivery of thousands of high definition movies and TV shows.

Consumers will now be able to enjoy VUDU HD movie content through the unparalleled sensory experience that is delivered by Unisen's superior 1080p picture performance and built-in Dolby Digital® 5.1 surround sound. The Diamond Unisen models, LT-46249 and LT-52249, come equipped with an Ethernet port, which allows for direct connection to the Internet. With the addition of the optional VUDU wireless accessory bridge, consumers can simply link their Diamond Unisen model to their wireless home network to watch the latest in entertainment programming.

"We are always looking to elevate the large screen experience for consumers, and the Mitsubishi VUDU-integrated TVs will combine unprecedented HD program choice with unparalleled picture performance," said Frank DeMartin, vice president of marketing, Mitsubishi Digital Electronics America. "Owners of Diamond Unisen Immersive Sound TV's will now have convenient access to high quality entertainment content."

With over 2,200 HD titles and 16,000 titles overall, VUDU offers the most extensive HD movie library available today. In addition, starting later this month, the VUDU service on Diamond Unisen Immersive Sound TVs will offer popular internet services such as YouTube, Flickr, Picasa and Pandora®, as well as an "On Demand TV" area with more than 80 channels to choose from.

"VUDU's extensive HD library of recently released Hollywood titles provides the perfect entertainment solution for Mitsubishi's Diamond Unisen TVs," said Alain Rossmann, CEO of VUDU.

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“Through this collaboration with Mitsubishi, we are expanding the reach of the VUDU Service to a broad new segment of consumers, providing an outstanding movie watching experience with true 1080p and Dolby Digital Plus 5.1 surround sound.”

For a limited time, owners of Mitsubishi’s VUDU integrated Diamond Unisen TVs will receive two months worth of free movie rentals or purchases (up to \$50.00)\*, including SD, HD, and HDX movies, allowing them to experience the extraordinary 1080p image quality and immersive Dolby Digital 5.1 Surround Sound of the VUDU Service running on Mitsubishi Diamond Unisen TVs.

### **Diamond Unisen Features**

In addition to the VUDU streaming capabilities, the Diamond Unisen line of premium flat panel TVs combine ultra compact design, immersive sound technology and advanced video performance to deliver a complete sensory experience without the hassle of complex setup. Each model features an UltraThin Frame™ design delivering a frame measuring less than one inch, fully integrated 18-speaker Dolby Digital 5.1 surround sound system featuring Dual Driver Extended Range Sound, and Variable Smooth 240 Film Motion for viewing of fast and slow moving programs. Diamond Unisen TVs feature wide color gamut backlight technology to reproduce approximately 25 percent more color than most LCD-TVs and both 249 Series models are EnergyStar™ 3.0 qualified.

### **Availability and Pricing**

MDEA has commenced shipping Diamond Unisen models to authorized retailers in the United States. MSRP for the Diamond Unisen products will be \$2,599 for the 46” model, LT-46249 and \$3,099 for the 52” model, LT-52249.

### **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 3D-ready Home Theater TVs and Unisen™ Flat Panel TVs, along with the world’s first laser TV: LaserVue®. Recognized as a 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**

VUDU is a leading provider of digital technologies and services that deliver Internet entertainment to consumers' HDTVs. The VUDU entertainment service supports native instant start HD and, for the first time, instant-start HDX, which, with 1080p resolution at 24 frames per second, the cinematic gold standard, is the highest quality on demand format available anywhere. Through relationships with every major U.S. movie studio and more than 40 independent studios and distributors, VUDU offers a vast array of on-demand choices at the highest quality. The VUDU collection is constantly updated, and newly released movies from major studios are available on the same day as the DVD is released. Consumers can finally watch great movies without the hassles associated with traditional services: no driving, no mailing, and no monthly fee. For more information, visit <http://www.vudu.com/>.

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\* Free movies will be provided in the form of a movie credit which will be deposited after activation of a VUDU Account. Customer must activate his/her VUDU Account by July 16, 2010. \$50 credit is valid for 60 days after VUDU account activation. This offer cannot be combined with any other promotional offer. This offer is non-transferable.

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