



## **Mitsubishi Digital Electronics America Introduces Two 73-inch HDTVs**

**DENVER, Colorado — Sept. 7, 2006** — Mitsubishi Digital Electronics America, Inc., maker of award-winning high-definition home theater products, presented at CEDIA today two 73-inch microdisplay HDTVs that deliver the best large display HD experience possible. The new models feature the largest Texas Instruments Digital Light Processing® chip available for consumer TVs, which enables bold, bright images even on 73-inch screens.

“These 73-inch sets deliver a large display high-definition experience that plasma can’t match,” said Max Wasinger, senior vice president of sales and marketing for Mitsubishi Digital Electronics America. “HDTV buyers realize that bigger is better and that DLP® technology delivers the best picture out there. When they compare our size, features and performance to some of the other options on the market, more and more people are choosing Mitsubishi 1080p DLP® HDTVs.”

Mitsubishi’s WD-73732 and WD-73831 HDTVs create an immersive experience from any signal, including over-the-air broadcast, cable or satellite TV, as well as DVDs and video games. To deliver a perfect picture every time, the sets are loaded with the most advanced features to date, including PerfectColor™ and PerfectTint™, exclusive Mitsubishi features that allow for independent color intensity and hue adjustment of six separate colors. The new sets all use Mitsubishi’s digital video signal processing for a sharp, clear and finely detailed picture that is sharpened even more by Mitsubishi’s 4D Video Noise Reduction technology.

As with all Mitsubishi 1080p HDTVs, the WD-73732 and WD-73831 are featured with Tru1080p™ and therefore process 1920 x 1080p inputs without down-conversion to deliver the full bandwidth of the incoming signal directly to the screen for a true two million pixel image. Their unparalleled corner-to-corner image uniformity and brightness is made possible by the largest reflective DLP® chip combined with Mitsubishi’s patented TurboLight180™ and high aperture lens system. TurboLight180™ focuses light to the DLP® chip more efficiently, generating a 10 percent brighter on-screen image than that produced by a standard 180-watt lamp system. What’s more,

**Mitsubishi Digital Electronics America**  
9351 Jeronimo Road, Irvine, CA 92618-1904 • 949.465.6000  
[www.mitsubishi-tv.com](http://www.mitsubishi-tv.com)



TurboLight™ technology does not increase the amount of power consumed or heat produced, so the life and performance of the lamp is not compromised.

The WD-73732 and WD-73831 maintain Mitsubishi's commitment to easy operation and functionality. Mitsubishi's NetCommand® blends control of IEEE 1394 digitally connected products and conventional IR-controlled analog products into a simple icon-based control system, so the entire home theater system is easily managed with a single remote control.

Connectivity is simple thanks to Mitsubishi's ClearThought® Easy Connect, which recognizes components as they are plugged in and displays only active devices. The new models come with two HDMI™ inputs for a single cable interface between an audio/video source, such as a set-top box, DVD player, or upcoming Blu-ray Disc™ and HD DVD™ digital video sources. The new sets' IEEE 1394 (FireWire®) multimedia connection enables low-cost, high-bandwidth real-time audio, video and data networking between the TV and other consumer electronics products, such as camcorders and HD-DVRs. Other features include three component inputs, TV Guide On Screen®, a CableCARD™ slot and multi-format card readers to display digital photos and videos.

In separate announcements, Mitsubishi Digital Electronics America showcased at CEDIA the industry's first line of 1080p DLP® HDTVs with 6-Color Light Engine, and its new lines of LCD HDTVs and 1080p LCD Flat Panel HDTVs.

**Mitsubishi Digital Electronics America, Inc.**

Mitsubishi Digital Electronics America, Inc. manufactures and markets a comprehensive line of premium quality 1080p DLP® HDTVs, LCD HDTVs and 1080p LCD Flat Panel HDTVs. 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).

**Mitsubishi Digital Electronics America**  
9351 Jeronimo Road, Irvine, CA 92618-1904 • 949.465.6000  
[www.mitsubishi-tv.com](http://www.mitsubishi-tv.com)



###

PerfectColor, PerfectTint, TurboLight, TurboLight180, NetCommand, Tru1080p, and ClearThought are trademarks or registered trademarks of Mitsubishi Electric Corporation and/or Mitsubishi Digital Electronics America, Inc. Digital Light Processing and DLP are registered trademarks of Texas Instruments, Inc. HDMI is a trademark of HDMI Licensing, LLC. FireWire is a registered trademark of Apple Computer, Inc. Blu-ray Disc is a trademark of Blu-ray Disc Association. HD DVD, HD DVD-ROM, HD DVD-Rewritable, HD DVD-R, and their associated logos are trademarks belonging to the DVD Format / Logo Licensing Corporation (DVD FLLC). TV Guide On Screen is a registered trademark of Gemstar Development Corp. CableCARD is a trademark of Cable Television Laboratories, Inc.

Contact: Mark Scott  
Mitsubishi Electric & Electronics USA  
714.220.6896  
[mark.scott@meus.me.com](mailto:mark.scott@meus.me.com)

Ryan Wallace  
Bender/Helper Impact  
212.689.6360  
[ryan\\_wallace@bhimpact.com](mailto:ryan_wallace@bhimpact.com)