

## **Mitsubishi Digital Electronics America Showcases Large-Screen 3D-Ready HDTV at CES 2008**

*Mitsubishi revolutionizes home entertainment with advanced 3D technology*

**IRVINE, Calif. — Jan. 7, 2008** — Mitsubishi Digital Electronics America, Inc. the company that introduced the first 35” direct view TV, the first 50” rear projection TV, and the first 1080p DLP® HDTV to America , will showcase its breakthrough 3D home theater technology at CES 2008. Mitsubishi will display its 3D capabilities on its 73” 1080p DLP® Diamond series HDTVs in the Texas Instruments booth at CES.

“3D entertainment is a large-screen experience, and CES visitors will get the opportunity to see first-hand the biggest revolution in home theater since high definition,” said Frank DeMartin, vice president of Marketing at Mitsubishi Digital Electronics America.

3D at this level of quality for the home can only be experienced on DLP® HDTV due to the inherent speed advantages of DLP® technology which is capable to display 3D content in full 1080 resolution. As of today, neither LCD nor plasma HDTVs are able to provide this true 3D experience.

3D content for the home is currently available for PC games and select DVD titles.

“The availability of 3D titles will surely grow as an increasing number of movies are being created in 3D, in part because 3D screenings generate higher revenues at the box office,” said DeMartin, adding that *Beowulf*, which debuted this past Thanksgiving, earned a total of \$28.1 million in its opening weekend with a large portion of those revenues coming from 3D screenings.

“The stage is now set for the in-home 3D experience,” said Max Wasinger, senior vice president, sales and marketing at Mitsubishi Digital Electronics America.” We expect there will be more than one million 3D-Ready HDTVs in consumer homes by the fall of 2008, and we are confident that this will accelerate the availability of more 3D content for the consumer.”

3D ready capability is available now on all Mitsubishi Diamond series 1080p DLP<sup>®</sup> HDTVs and beginning in 2008, this feature will be incorporated into more Mitsubishi DLP<sup>®</sup> models.

**Mitsubishi Digital Electronics America, Inc.**

Mitsubishi Digital Electronics America, Inc., the Official HDTV of the PGA TOUR<sup>®</sup>, manufactures and markets a comprehensive line of premium quality 1080p DLP<sup>®</sup> 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 Mitsubishi Digital Electronics America, visit [www.mitsubishi-tv.com](http://www.mitsubishi-tv.com).

DLP<sup>®</sup> is a registered trademark of Texas Instruments.

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