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## **Mitsubishi Digital Electronics America Introduces New Category of Large-Format Televisions with Groundbreaking Laser Technology**

*Mitsubishi's Revolutionary Laser Television Raises Home Entertainment to a New Level*

**LAS VEGAS — January 7, 2008** — Mitsubishi Digital Electronics America, Inc. today announced the world premiere of the laser television category during the Consumer Electronics Show in Las Vegas, unveiling a new large-format LaserTV that delivers as much as twice the color of current high-definition televisions.

Mitsubishi has harnessed its worldwide leadership in precision laser technology to produce the first-ever laser-powered television, delivering a range of color never before seen in home entertainment. Precise and focused, the purity of laser light surpasses current high-definition technologies. Today's HDTVs display less than 40 percent of the color spectrum that the eye can see. Now, for the first time ever, laser produces twice the color. Laser beams provide the widest range of rich, complex colors, along with the most clarity and depth of field.

This LaserTV category introduction represents a significant milestone in Mitsubishi's strategy to lead the large-format, high-definition television space and meet the growing consumer demand for a richer entertainment experience. Mitsubishi has long led in large-format and high-definition television innovation with introduction of the big screen category in 1978 and, subsequently, the world's first 50-inch rear projection TV, first 35-inch color TV, and first 1080p DLP® HDTV.

"Mitsubishi has delivered significant technology innovations in the large-format television arena, and the debut of LaserTV further strengthens our position and track record for HDTV leadership," said Frank DeMartin, vice president, marketing, at Mitsubishi Digital Electronics America. "LaserTV technology creates a portal to an intensely real and vivid world – beyond ordinary flat TV. It's a true dimension experience."



### **A New Dimension in Home Theater: LaserTV and 3D**

Mitsubishi LaserTVs not only provide the ultimate picture quality, they are also capable of delivering a true 3D viewing experience, demonstrating the company's continued commitment to set the standard for entertainment viewing by partnering with Hollywood on next-generation entertainment solutions. At the LaserTV launch event at the Palms Hotel on Monday, Mitsubishi teamed with leading 3D digital technology provider REAL D to demonstrate the most advanced 3D content available today.

### **Environmentally friendly**

The Mitsubishi large-format LaserTVs provide the highest performance in HDTV, and they do so with low power consumption. While today's flat panel HDTVs consume significantly more energy than the analog TVs that they replace, LaserTVs are energy efficient, consuming less power than comparably sized flat-panel sets.

The unique styling of Mitsubishi's LaserTV allows for easy wall-mounting in a variety of home entertainment settings.

Mitsubishi will ship LaserTVs to authorized retailers in the United States later this year.

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

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

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