

MITSUBISHI DIGITAL ELECTRONICS AMERICA STACKS UP DATA WALL TECHNOLOGY AT NAB SHOW 'Command and Control' Data Wall Innovations on Display In Booth #SL4702

IRVINE, Calif., April 19, 2004— Mitsubishi Digital Electronics America's Presentation Products Division, maker of award-winning, high-quality presentation and display products, is presenting a dynamic offering of its newest data wall technology at this year's NAB show in Las Vegas. The company known for its unmatched wall expertise is expanding and upgrading its complete MegaView Wall™ product line. The new display units are designed for 24/7/365 high-resolution applications, whether civilian, government or military, where 'command' and non-stop monitoring and projection is critical.

"This aggressive product line is important for our authorized system integrators because they can continue to grow their client base by answering demands for more selective and customized systems," said Patty Wenke, product manager for Mitsubishi Digital. "The units on display are a direct response to our customers' current requests and requirements as well as answers for projected future performance and capability features."

Mitsubishi Digital's complete line of new XL MegaView Wall models (VS-50XL20U, VS-50XLF20U, VS-50XLW20U, VS-67XL20U) are each loaded with a proprietary suite of system features and functions including:

- Latest Texas Instruments' 12degree DMD™ XGA chip – blacker blacks, magnified contrast, intricate detail
- Smart Lamp™ - automatic characteristic adjustment upon change outs
- Smart Colorwheel™ - automatic color balancing and blending upon change out
- Digital Gradation Circuit –elevates brightness level on edge of cubes eliminating shadows
- Dynamic Brightness Balancing – continuous cube-to-cube communication ensuring uniform brightness of multi-unit configurations
- Dual Brightness Modes - Normal or Bright dictated by the ambient installation lighting
- Color Space Control – automatic adjustment and compensation for color and brightness uniformity over multi-screen configurations
- ColorView - the industry's most accurate and natural color matrix palette

Front Access, Remote Control, Lamp Changer

Mitsubishi Digital has addressed the issue of complicated, expensive and time-intensive installation alignment by offering front access and remote control configuration on one of its new 50-inch wall displays (VS-50XLF20U). Previously, at least two people were required to align, or service the display wall units. The new cubes are easily installed and then adjusted by a single technician. Proprietary electronics, located in the front of the unit, make this possible and the motorized alignment tool allows for these adjustments via remote control.

The entire XL product line is also equipped with Mitsubishi Digital's first Smart Lamp™ and Smart Colorwheel™ features. Each display wall cube stores its own color characteristics. When a lamp or colorwheel is replaced; this function is then activated, retrieves the data from the display wall cube, and performs a re-calibration of the color adjustments, bringing all of the cubes into perfect color balance. This feature streamlines unwieldy, and inefficient tasks formerly part of the lamp or colorwheel replacement process .

In addition, the new 50-inch MegaView Wall (VS-50XLW20U) is equipped with exclusive lamp changer device and technology. When installed, the wall cube's system is able to sense a complete lamp failure or degeneration in brightness of a percentage that the user chooses and automatically switches to a new lamp. Each unit is equipped with two lamps and the operator receives notice when a new lamp is used. A replacement of the old lamp can then be planned and executed eliminating any down time and facilitating critical 24/7/365 installations.

60-Inch Ultra-Thin, XL 50- and 67-inch MegaView Wall Displays

In addition to the svelte VS-60XT20U 10-inch deep ultra-thin display, Mitsubishi Digital is also introducing its new 50- (VS-50XL20U) and 67-inch (VS-67XL20U) standard display walls equipped with the new Texas

Instruments' (TI) 12-degree DMD™ chip allowing better contrast, blacker blacks and greater detail. At 1024 x 768 resolution, the units incorporate Mitsubishi Digital's proprietary Color Space Control (CSC) circuit. This feature guarantees color uniformity and allows for easy adjustment of slight variations in color saturation, brightness and contrast that may occur from screen to screen.

High contrast and brightness ratios are now expertly controlled for tempered levels that won't overwhelm in low-light environments. New digital gradation circuits in the units also elevate the brightness level on the edges of the screen to eliminate darkened shadows in corners for overall uniformity and readability.

67-inch SXGA MegaView Data Cubes

For the first time Mitsubishi Digital is showing a 67-inch SXGA MegaView Wall model (VS-67SH10U). Rounding out the product line, and already the winner of the prestigious DisplayMate Best Large Display Award, the new cube was built and designed by Mitsubishi in direct response to system needs of client customers for increased resolution and functionality. The native SXGA DLP technology display, also incorporates an automatic lamp changer to ensure no down time.

"These are the systems and system enhancements that our customers have been asking for," said Aki Ninomiya, vice president of Mitsubishi's Presentation Products Division. "We are continually working on new technologies to ensure that we will always have the products that allow our customers to be creative and effective in building data wall installations for today's and tomorrow's critical applications."

Availability, Pricing and Warranty

All of the new units are available now through select Mitsubishi Digital's authorized system integrators only, and carry a full one-year warranty on parts including lamps (when used at "Normal Mode"). Pricing is dependent upon the customized combination and configuration of units.

Key Features of Mitsubishi Digital's MegaView Wall Family

Mitsubishi Electric is proud to be the first manufacturer licensed by TI to design and build its own engine for rear-screen projection applications, using TI's Digital Micromirror Device (DMD) single XGA chip. The MegaView Wall data display, brings the reliable Digital Light Processing™ (DLP) projection technology together with the experience of Mitsubishi Digital's design engineers to provide the perfect solution for demanding applications.

No burn-in means long life – The DMD semiconductor in all MegaView products is a reflective device and is not affected by surface ability to absorb heat, even when projecting a fixed pattern over a long period of time. Consequently, burn-in does not occur in principle. The systems incorporate a long lamp service-life compatible with 24-hour continuous operation.

About Mitsubishi Presentation Products Division

Mitsubishi Presentation Products Division, a division of Mitsubishi Digital Electronics America, Inc., markets an extensive line of presentation and display products and is known for its award-winning, high-quality, accurate color reproduction technology. Products are sold through authorized distributors, resellers, dealers, and system integrators throughout the United States. Mitsubishi Presentation Products is located at 9351 Jeronimo Road, Irvine, Calif., 92618. For more information, please call 888-307-0312.