

MITSUBISHI ELECTRIC'S MEGAVIEW WALL™ DEBUTS AT CAESARS PALACE Data Display Cube Enhances Box Office Appeal

IRVINE, Calif. — June 3, 2003 — Mitsubishi Digital Electronics America's Presentation Products Division, maker of award-winning, high-quality presentation and display products, today announced the installation of its 50-inch display cubes at Caesar Palace in Las Vegas. The four-cube wide by three-cube high MegaView Wall system debuts over the box office of the new Colosseum theater, where Celine Dion's "A New Day" musical spectacular premiered on March 25.

"Even though the installation was a challenge, being 12 feet up on the wall, it went in smoothly, and I couldn't wait to see Celine's likeness on our screens," said Patty Wenke, product manager for Mitsubishi Digital. "When we turned on the image, everyone around the area stopped to look – even the gamblers."

Mitsubishi's 50-inch data display offers XGA (1024 x 786 pixels) resolution and is specially designed for 24/7/365 applications where non-stop projection is critical - making it the perfect screen for the 24-hour casino. The cubes are also equipped with Mitsubishi's patented Color Space Control (CSC) feature, which guarantees color uniformity and allows for easy calibration of variations from screen to screen.

The casino installation was the work of the Las Vegas office of Mitsubishi's authorized system integrator Ford AV, whose headquarters are in Oklahoma City.

"We worked very closely with our integrator to make this system happen perfectly and on schedule," said Aki Ninomiya, director presentations products division. "Needless to say, we were all smiles when we lit it up."

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 and dealers throughout the United States and Latin America. Mitsubishi Presentation Products is located at 9351 Jeronimo Road, Irvine, Calif., 92618. For more information, please call 888-880-6351 or visit www.mitsubishi-megaview.com.