

Contact: Nancy Napurski
Lionheart Communications
585-967-3348
nnapurski@lionheartpr.com

**MITSUBISHI DIGITAL ELECTRONICS AMERICA INTRODUCES THE
SEVENTYSERIES: FLAT. NEW LCD PANELS FOR COMMAND AND CONTROL
ARE MUCH MORE THAN JUST DIGITAL SIGNAGE**

Super Narrow Bezel LCD Displays are More Sophisticated and Robust

IRVINE, Calif., December 9, 2009 — Mitsubishi Digital Electronics America's Presentation Products Division, known for award-winning, high-quality presentation and display products, today announced an addition to its SeventySeries display wall product line, the SeventySeries: FLAT, a super-narrow bezel LCD panel designed for transportation management centers, emergency operation centers and security operation centers.

Mitsubishi leveraged its sophisticated display wall technology and control room experience when designing these new LCD flat panels so they are more than simple digital signage displays. SeventySeries: FLAT panels feature hardware, firmware and software typically found in its sophisticated display walls developed for 24/7 environments.

“Sometimes smaller command and control centers that operate less than 24/7 need a ‘lite’ version of DLP video wall cube systems,” said Matt Krstulja, director of sales, Datawall, Mitsubishi Digital Electronics America's Presentation Products Division. “Our SeventySeries: FLAT displays are designed specifically for applications that need the robustness of a video wall without the expense or required real estate.”

SeventySeries: FLAT LCD panels display a native resolution of 1366 x 168 pixels and measure 46 inches diagonally. Each display has three input card slots and is completely accessible from the front using an optional wall mount, so the entire configuration can be flush against a wall with no clearance needed behind it. Routine maintenance can be performed to any display within any given configuration without removing adjacent panels, thus saving time and money.

Unlike simple digital signage displays, each Mitsubishi SeventySeries: FLAT LCD panel provides a wide range of features appropriate for command and control centers. With a 7.4 mm

total mullion (screen to screen gap), alignment of screens becomes critical. Mitsubishi uses a unique three-axis motorized mount for precise pixel-to-pixel adjustment, so critical information remains across the screen and text and images line up seamlessly.

SeventySeries: FLAT panels automatically compensate for a video source image while leaving mapping/network sources intact with its Input-Specific Bezel Compensation feature. Overall images maintain correct proportions across video or mapping and all relevant information can be displayed from any input source.

With its built-in hardware, a SeventySeries: FLAT panel functions as a command center display hub by incorporating built-in windowing of up to six important sources per display such as computers, security/traffic cameras, television receivers and the like. Additionally, daisy chain input cards can be used to enable windows to move freely over the entire video wall.

Because each LCD panel has its own color and brightness signature, it is important to balance and unify each to achieve consistency across the wall. SeventySeries: FLAT panels have an innovative digital Color Space Control function that blends and adjusts colors automatically, while its Digital Gradation Circuit distributes brightness uniformly across the screen. These two technologies ensure brightly lit, richly colored image reproduction evenly and consistently from edge to edge, across multi-screen SeventySeries: FLAT wall configurations.

Mitsubishi's SeventySeries: FLAT "Smart Switch" function delivers the signal redundancy required for mission critical applications. If a signal is unexpectedly lost, the LCD panel automatically switches to an alternative signal source within seconds. This function allows users to minimize downtime, also saving time and resources.

"We've listened to our systems integrators and end-users, and we have worked closely with our developers and engineers to create these new SeventySeries: FLAT panels," said Krstulja. "We are very excited about these new products and look forward to bringing them to market."

Availability, Warranty

Mitsubishi is now selling its new SeventySeries: FLAT LCD panels through authorized system integrators. They come with Mitsubishi's two-year limited warranty on parts and labor.

About Mitsubishi Digital Electronics America Presentation Products Division

Mitsubishi Digital Electronics America's Presentation Products Division markets an extensive line of professional rear-projection display wall cubes designed with DLP® technology and commercial grade LCD monitors, and is known for its award-winning, high-quality, accurate color reproduction technology. Products are sold through authorized distributors, resellers, retailers and system integrators throughout the United States and Mexico. Mitsubishi Digital Electronics America is located at 9351 Jeronimo Road, Irvine, Calif., 92618. For more information, please call 800-769-1268 or visit <http://www.mitsubishi-megaview.com>.

###

DLP is a registered trademark of Texas Instruments.