

Mitsubishi Digital Electronics America Adds LED-Based Cube to Display Wall Line-up for Network Operations Centers

SeventySeries: LED Engines Use Second-Generation LED Technology

IRVINE, Calif., June 9, 2010 — Mitsubishi Digital Electronics America's Presentation Products Division has expanded its SeventySeries display wall line with the SeventySeries: LED, an LED-based, rear-projection display wall cube designed specifically for control and command rooms for government, traffic and utility facilities, and network operations centers.

"Mitsubishi has long been a leader in providing lamp-based rear projection display wall products for control room environments, and now we're expanding our line to include leading edge, LED-based light sources," said Matt Krstulja, director of sales, Datawall, Mitsubishi Digital Electronics America's Presentation Products Division. "With these new LED engines, we offer our customers a wider range of choices and upgrades with the quality and durability associated with the Mitsubishi Electric brand name."

Mitsubishi's latest LED light source DLP® engine incorporates the company's Smart Seven Technology and other features that use next-generation technology to provide better reliability and brightness.

Applying Mitsubishi's control room expertise to new applications, its LED engines offer:

- **Pumpless Design:** Keeping LEDs cool is critical. Some manufacturers use a pump-driven water cooling system which can lead to mechanical difficulties. Mitsubishi's SeventySeries: LED displays cool its system with unique heat pipe technology and a 100K-hour cooling fan to help ensure reliability and reduced maintenance.
- **LED-Calibrated Automatic Brightness and Color:** Mitsubishi's new SeventySeries: LED engine uses Mitsubishi's automatic color control to ensure optimal brightness and color uniformity across the wall. This new generation color space control is optimized specifically for LED illumination sources, enabling ideal image quality throughout the display's lifetime.

- Mitsubishi uses a proprietary power driver for its LED, allowing three power modes: bright, normal and ECO. ECO mode provides optimal power consumption and increases the lifetime of the LED.
- Easy Upgradeability: Mitsubishi's SeventySeries: LED engine is compatible with all Mitsubishi SeventySeries cabinets and screens for an easy and cost-effective upgrade with minimal disruption. Users simply replace the optical engine instead of purchasing a whole new cube cabinet or screen.

Availability, Warranty

Mitsubishi Digital Electronics America's new SeventySeries: LED panels are available through authorized systems integrators. They come with Mitsubishi's two-year limited warranty on parts and labor, including a two-year limited warranty on the LED packs.

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>.

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