

Mitsubishi Digital Electronics America Promotes After-Market Recycling of Data Wall Cube Components

IRVINE, Calif., July 20, 2010 — In an effort to reduce, reuse and recycle, Mitsubishi Digital Electronics America's Presentation Products Division announced its Mitsubishi Owners' Circle, a portal site where qualified buyers and sellers can connect to trade and /or upgrade their Mitsubishi video wall products. In just a few minutes, users can search for specific product parts or create listings to sell pre-owned cubes efficiently and cost-effectively. With this service, Mitsubishi offers its existing customer base, as well as new users, a connection to people who already know Mitsubishi's quality and reliability and want to continue with the Mitsubishi brand experience.

“Because of the new modular design of our Seventy Series display wall, many of its components are interchangeable, so it's easy for users to switch them out and upgrade their systems over time,” said James Chan, senior director of marketing, Mitsubishi Digital Electronics America. “We realized that our customers might want to connect with each other to maximize recycling potential by buying and selling directly among themselves.”

Sellers simply go to the Mitsubishi wall cube website, <http://www.mitsubishi-megaview.com>, and look for Owners' Circle, listed under the Resources tab. There, they submit pertinent data like contact information, part numbers, serial numbers, description and condition, desired selling price, and more. Sellers are limited to current owners of any version of Mitsubishi display wall cubes.

Potential buyers can view available selections and upload their own data when they are ready to discuss a purchase. To verify product authenticity, Mitsubishi verifies the information from each party and then connects the two.

The new Mitsubishi Seventy Series cube choices include XGA (1024 x 768 pixels) and SXGA+ (1400 x 1050 pixels) resolution, LED based light sources or lamp-based engines with single or dual lamp configurations, screen sizes of 50-, 67- and 80-inches, three input card slots, and front- or rear-access screen panels (80-inch is available in only rear-access).

This modularity allows an easy and cost-effective upgrade path: users simply replace input cards, optical engines or other parts, instead of purchasing whole new units. After replacements or upgrades are installed, the cubes automatically adjust color and brightness across the wall for cost-effectiveness and minimal downtime, and the replaced units can be listed on Mitsubishi's Owners' Circle to help find them a new home.

About Mitsubishi Digital Electronics America Presentation Products Division

Mitsubishi Digital Electronics America's Presentation Products Division markets an extensive line of professional presentation, front-projection high definition home entertainment, and rear-projection video wall cube display systems and digital signage monitors that are designed with DLP® or LCD technology, 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 888-307-0312 or visit <http://www.mitsubishi-presentations.com>

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