

## **MITSUBISHI DROPS PRICE ON RESOLIA 140" LED SCREEN BY \$200,000**

### **Indoor Electronic Billboard for Diverse Signage Applications Now for \$399,000 at Digital Signage Show in Las Vegas**

IRVINE, Calif., February 26, 2008 — Mitsubishi Digital Electronics America's Presentation Products Division, known for award-winning, high-quality presentation and display products, today announced a \$200,000 price reduction on its Resolia™ LED big-screen monitor designed for indoor signage applications such as billboard advertising or informational displays in malls, airports, sports arenas, casinos and entertainment stages.

Now available in the market for just \$399,000 and at 140" diagonal, the Mitsubishi Resolia may be the latest in Mitsubishi Electric's line of record-holding LED screens. The newly-priced Resolia will be exhibited at the Digital Signage Show in Las Vegas, February 27-28 in Booth #776.

"Our Resolia LED big-screen creates an amazing image that is perfect for digital signage," said James Chan, director of marketing, Mitsubishi's Presentation Products Division. "It's new plug and play design makes installation easier and more efficient than custom-sized LED screens that are quite service intensive."

Unlike similar screens which are tediously custom-built in-house, deconstructed for shipping and reconstructed tile-by-tile, module-by-module on site, Resolia is the only 140" LED screen with a pre-packaged design that is quick to install and simple to set-up. It is shipped in one piece and can be broken down into a two-piece configuration for easier transport in tight spaces. The plug-and-play design eliminates complicated integration and maintenance which saves time and money.

For its size, it also has some of the most versatile mounting options available; its thin body with front and bottom hardware allows the panel to be installed flat or inclined from walls, or even hung from the ceiling. Resolia also boasts larger viewing angles: 150 degrees horizontal and 120 degrees vertical, so more people above, below or to the side can read images clearly and easily.

Mitsubishi's Resolia accepts an array of input computer or video signals including HD-SDI for up to 1080p high-definition imaging or SD-SDI for standard imaging signals. It comes with a controller that can accept and display one video or one computer-generated screen display, or customers have the option of a digital screen controller that allows up to four input sources. A sophisticated and easy graphic user interface (GUI) comes with the upgraded controller that lets users simply configure source content for a shared display of up to four simultaneous images, side-by-side images, or picture-in-picture style.

Resolia's advanced pixels are a 3-in-1 design: Each pixel can turn red, blue, green or white individually, and the pixel pitch is a tight 4.0mm. This combination allows for brighter, more vivid colors, and sharper images overall.

### **Availability, Warranty**

Mitsubishi's Resolia's 140" LED screen is currently available through authorized systems integrators. Resolia comes with Mitsubishi's one-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 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 800-769-1268 or visit <http://www.mitsubishi-megaview.com>.

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Resolia is a trademark of Mitsubishi Electric Corporation; DLP is a registered trademark of Texas Instruments.