

MITSUBISHI ANNOUNCES RESOLIA 140" LED SCREEN: AN INDOOR ELECTRONIC BILLBOARD FOR DIVERSE SIGNAGE APPLICATIONS

IRVINE, Calif., November 13, 2007 — Mitsubishi Digital Electronics America's Presentation Products Division, known for award-winning, high-quality presentation and display products, today introduced its Resolia™ LED screen monitor designed for indoor signage applications such as billboard advertising or informational displays in malls, airports, sports arenas, casinos and entertainment stages. At 140" diagonal, the Mitsubishi Resolia may be the latest in Mitsubishi Electric's line of record-holding LED screens: The Guinness Book of Records holder for the longest LED screen in Hong Kong; the largest high-definition outdoor display screen at Turner Field in Atlanta; and the overall largest TV screen in the world in Tokyo.

"From the company that brings you world records in imaging and displays, we're proud to bring a new 140" pre-packaged LED screen to our customers," said James Chan, director of marketing, Mitsubishi's Presentation Products Division. "It's a new plug and play design that makes installation easier and more efficient than custom-made LED screens."

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, and comes with a digital screen controller that allows up to four input sources. A sophisticated and easy graphic user interface (GUI) comes with the controller to let users simply configure source content for a shared display of up to four simultaneous images, side-by-side images, or picture-in-picture style. An optional simplified controller is available when using only one image source.

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 and sharper images overall.

Availability, Warranty

Mitsubishi's new Resolia's 140" LED screen will be available by early December 2007 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 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, retailers and system integrators throughout the United States. 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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