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**MITSUBISHI DIGITAL ELECTRONICS AMERICA ANNOUNCES THE NEW  
“SEVENTY SERIES,” ITS MOST TECHNOLOGICALLY ADVANCED LINE OF  
DISPLAY WALL CUBES.**

*Cubes Feature Increased Automation, Modularity, Ease of Installation and Use*

**IRVINE, Calif., June 9, 2009** — Mitsubishi Digital Electronics America’s Presentation Products Division, known for award-winning, high-quality presentation and display products, today announced the “Seventy Series,” its most technologically advanced display wall line-up to date. These new cubes bring a level of robust, automated sophistication to government, including the Department of Defense, traffic and utility facilities, and command and control center applications, unlike any seen on the market today.

The Seventy Series cubes offer superior technology in seven features — the Smart7— that include automation, modularity and ease-of-installation designed to meet the needs of systems integrators and users. These “Smart7” technologies focus on intelligence, flexibility, internal processing, auto-balancing, easy set-up, durability and redundancy. With Smart7, the new cubes in the Seventy Series line become lower-maintenance, continuously calibrating smart displays.

“The Seventy Series line offers significant improvements in reliability and set-up, and improves support options for both simple and challenging installations,” said Matt Krstulja, national sales manager, Mitsubishi Digital Electronics America’s Presentation Products Division. “These new cubes secure Mitsubishi as the technology leader in the display wall market.”

**Intelligence: Smart Lamp, Smart Color Space Control, Digital Gradation Circuit**

Unlike any other lamp on the market today, the advanced Smart Lamp in the Seventy Series cubes allows a cube to detect fading brightness at the end of the lamp service life and to start pre-heating a back-up lamp 15 seconds prior to automatic replacement. Using this pre-heating function, users can schedule lamp replacement at a pre-set time, or have them switch automatically so that two lamps are used alternatively. In all cases, full brightness from the new lamp is delivered in less than one second, so each cube is available 24/7/365.

Because each cube has its own color and brightness signature, it's important to balance and blend colors to achieve consistency across the wall. Color consistency is achieved by the Automatic Color Space Control in the Seventy Series cubes. This technology blends and adjusts colors automatically while the Digital Gradation Circuit distributes brightness uniformly across the screen. These two new and improved technologies ensure brightly lit, richly colored image reproduction evenly and consistently from edge to edge, across multi-screen display wall configurations.

### **Flexibility: Modularity, Upgradeable Configurations**

Mitsubishi's Seventy Series cubes use the same optical engines, cabinets and screens and are powered by Texas Instruments' reliable and sharp DLP® technology for crystal clear imaging. There are 38 configurations available to fit virtually any possible installation space and operational requirement.

Seventy Series cube choices include XGA (1024 x 768 pixels) to SXGA+ (1400 x 1050 pixels) resolution, screen sizes of 50-, 67- and 80-inches, dual or single lamp configuration, three input card slots, and front- or rear-access panels (80-inch is only available in 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 new units. After replacements or upgrades are installed, the cubes automatically adjust color and brightness across the wall for cost-effectiveness and minimal downtime.

### **Internal Processing: No External Processor Needed**

Seventy Series cubes are equipped with an internal data processing function that allows the display of up to four windows per cube of any size across the entire wall. This simplified image processing means any Seventy Series display can be installed without an external image processor. Multiple windows can be moved freely and, when used in combination with Mitsubishi's D-Wall Software, the entire imaging system can be controlled from a user-friendly graphical interface.

### **Auto-Balancing: Dynamic Color Control and Brightness Balancing**

Each display wall cube in the Seventy Series has three built-in sensors (red, blue, green) and a dynamic color control and brightness balancing system. These sensors continually monitor the output of each cube, share the data with adjacent units and automatically adjust overall performance to produce extremely accurate color balance and brightness over the entire display wall. This level of automation maintains continuous image uniformity of multi-screen configurations, with virtually no external action required.

### **Easy Set-Up: Auto-Geometry Function**

Mitsubishi's extensive research and development teams have developed a new Auto-Geometry function that is designed to provide simplified mechanical adjustments in Seventy Series cubes. A camera and machine-vision software is used to align the image on the screen automatically using an optional motorized fine-tuning device that can be installed in each cube. This enables automatic six-axis mechanical modification as well as adjustments to screens and mirrors. Automatic color alteration is also available using Mitsubishi's Wallaby software.

### **Durability: Now Up To More Than 11 Years of Service Life**

The average service life of the color wheel system, fan pack and other moving parts Mitsubishi's Seventy Series lines has been doubled to up to 100,000 hours, or over 11 years of continuous operation, almost twice as long as other manufacturer's display cubes.

Each display cube is also equipped with a color wheel that internally stores its own color characteristics. When a color wheel is replaced, this built-in function is automatically activated to recalibrate the cube into consistent color balance with the rest of the video wall.

### **Redundancy: Smart Switch Function**

The Seventy Series' "Smart Switch" function delivers the signal redundancy required for mission critical applications and 24/7/365 operation. If a signal is unexpectedly lost, the display cube automatically switches to an alternative signal source within seconds. This function allows users to minimize downtime, saving time and money.

"We've listened to our systems integrators and end-users, and we have worked closely with our developers and engineers to create display cubes that are truly groundbreaking," 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 Seventy Series cubes in SXGA+ resolution in a variety of sizes through authorized systems integrators. They come with Mitsubishi's two-year limited warranty on parts and labor plus a one-year limited warranty on the lamp.

### **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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