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**MITSUBISHI DIGITAL ELECTRONICS AMERICA ANNOUNCES NEW DLP 1080p
HC3800 HOME-THEATER PROJECTOR**

High-Definition Projector Debuts at CEDIA 2009 in Atlanta

IRVINE, Calif., September 8, 2009 — Mitsubishi Digital Electronics America's Presentation Products Division, known for award-winning, high-quality, high-definition presentation and display products, today introduced its HC3800 HD home theater projector. Designed for budget-minded do-it-yourself video enthusiasts or home-theater newbies, the HC3800 delivers 1080p resolution for a true high-definition viewing experience.

"Mitsubishi continues to lead in home-theater projection, especially in terms of value," said Wayne Kozuki, product marketing manager, Mitsubishi Digital Electronics America's Presentation Products Division. "It's always exciting to bring such high-end entertainment experiences to a level where more people can enjoy them at home."

Mitsubishi's new HC3800 projector uses Texas Instruments' latest 1080p DLP® chip, the DDP3021 Digital Light Processing® TrueVision™ Image processing with BrilliantColor™. It blasts 1200 lumens and provides an outstanding 500:1 ANSI (measured 3300:1 full ON, full OFF) contrast ratio for truly high detail and remarkable color depth for maximum video display impact. Combining BrilliantColor processing technology using a patented color-processing algorithm and Mitsubishi's new super-sharp, high-quality Diamond® lenses, the HC3800 gives viewers rich, vivid realistic images.

Viewing widescreen 2.35:1 aspect ratio films is easy with the HC3800 projector, thanks to its Anamorphic Lens Mode 1 and 2 support. In the past, users needed an expensive lens railing or tracking apparatus to install or remove an anamorphic lens, depending on the desired 2.35:1 or 16:9 film aspect ratios. With the new HC3800, users can now simply position an anamorphic lens permanently in front of the projector lens and select the appropriate Anamorphic Mode 1 or Mode 2, either 2.35:1 or 16:9 aspect ratios for the corresponding movie format. It's a simple and

economical design that saves time and effort while providing the ultimate home theater viewing experience.

Mitsubishi's HC3800 is affordable and offers an exceptionally low cost of ownership with an estimated 5000-hour lamp life* in low lamp-life conservation mode. It's also designed filter-free with an advanced semi-sealed construction that makes the projector's optics resistant to dust, dirt and other micro particles within its light path. Periodic maintenance is greatly reduced, making the projector more economical over time, and allowing users more time to enjoy their home theater. The projector has a convenient and simple top-access lamp design for easy lamp exchanges.

Subdued scenes are easy to hear with the HC3800's quiet engine, and the projector includes a native digital HDMI™ input for true high-definition connectivity. Lightweight at less than eight pounds, the highly portable HC3800's digital keystone correction makes set-up easy, efficient and more flexible in different room configurations.

"Mitsubishi is committed to increasing value in our home-theater and presentation projectors," said James Chan, senior director, product marketing, Mitsubishi Digital Electronics America's Presentation Products Division. "We are excited to offer a wide selection designed to meet the needs of first-time home-theater and DIYers, as well as enthusiasts who want the best they can afford without compromising on quality."

Pricing, Availability, Warranty

The estimated price of Mitsubishi's HC3800 will be \$1395; the projector will be available in third quarter 2009 through popular online resellers and authorized Mitsubishi dealers. The projector comes 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 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. MDEA 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-hometheater.com>

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*For an explanation of how this estimate was calculated, visit www.mitsubishi-presentations.com. This estimate does not extend or otherwise modify the warranty for the lamp.

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