

Contact: Nancy Napurski  
Lionheart Communications  
585-967-3348  
nnapurski@lionheartpr.com

**MITSUBISHI DIGITAL ELECTRONICS AMERICA DEBUTS MDT521S -  
ITS FIRST COMMERCIAL-GRADE 52-INCH LCD MONITOR WITH FRONT AND  
REAR LIGHT SENSORS AND BUILT-IN CAT5 RECEIVER**

*Stylish MDT521S Monitor Debuts in Booth #4741 at InfoComm in Orlando*

**IRVINE, Calif., June 9, 2009** — Mitsubishi Digital Electronics America's Presentation Products Division, known for award-winning, high-quality, high-definition presentation and display products, today announced the release of the MDT521S monitor, its first 52-inch LCD monitor built with a commercial-grade panel designed for public information display and digital signage applications in retail stores, airports, bars, restaurants, conference rooms, lobby areas, movie theaters and other environments.

“Our new 52-inch monitor is very elegantly designed with a contemporary metal finish and advanced features that make it cost-effective and ideal for corporate lobbies, high-end retail stores and malls, and other high-profile public spaces,” said James Chan, senior director, product marketing, Mitsubishi Digital Electronics America's Presentation Products Division.

Unlike many digital commercial displays on the market today, Mitsubishi's MDT521S is one of the first monitors to offer both front and rear ambient light sensors that gather data on lighting conditions in two areas. The monitor has a brightness control feature that interprets the readings and automatically adjusts and balances image brightness for optimum viewing, regardless of the brightness of the ambient light either in front of, or behind, the monitor.

When installed in venues where light constantly changes, energy savings can be realized through reduced power consumption in darker environments. When the sun comes out, brightness in the monitor's display is automatically increased to create the best possible image in the new lighting condition.

Mitsubishi's new MDT521S monitor streamlines installation and reduces the number of components required. It also eliminates cable clutter with its built-in CAT5 receiver that also

keeps image quality consistent, even with cable lengths of up to 500 feet or 150 meters between source and display. Video and RS-485 serial-control signals can be simultaneously delivered over the same CAT5 cable, eliminating the need for a separate, distance-limiting serial-control cable. Users can also daisy chain up to five monitors, making content delivery easy and more efficient.

The MDT521S monitor has a narrow aluminum bezel that minimizes image distortion in tiled installations, and can be tiled up to 25 displays in a five-wide by five-high configuration. A frame compensation function also helps adjust for the width of the bezels so images are accurately displayed. The structural design of the monitor allows for landscape and portrait display as well as a full-flat face-up orientation for unique, innovative, eye-catching in-floor or table-top installations.

Panel service life can be extended while saving energy by using the MDT521S monitor's new programmable scheduling and multi-level screen saver functions. Up to seven different intervals by time, day of the week, input port and separate content feeds can be programmed. Displays can be automatically turned on or off or set to one of four screen saver levels. The cooling fan is also automatically activated when internal temperatures reach a pre-designated limit.

Image quality and flexibility are a hallmark of Mitsubishi's new MDT521S monitor. It offers a wide range of color temperature adjustments as well as a six-axis color fine-tuning function. This precise level of color control allows independent hue and saturation modifications, which is important in creating exact color images, particularly in broadcasts, retail food imagery, digital posters and logo reproduction.

The MDT521S monitor offers high-definition 1920 x 1080 resolution for clear, accurate computer graphics and HD video with a 700 cd/m<sup>2</sup> high brightness, 2000:1 high-contrast screen to deliver impressively sharp, vivid images and information, even in brightly lit public spaces. Picture-in-picture, picture-out-of-picture, and side-by-side image configurations are supported, enabling video and presentation content to be displayed simultaneously, an ideal feature for broadcasting and videoconferencing applications.

Mitsubishi's MDT521S monitor is competitively priced and available now through authorized Mitsubishi dealers. The monitor is covered for three years by Mitsubishi's limited warranty program backed with an advanced express replacement program that allows for convenient servicing and replacement at a customer's designated schedule.

### **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>

###

DLP® is a registered trademark of Texas Instruments.