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## **JUST ADD GRAPHICS! BUNDLES MAKE MITSUBISHI LCD MONITORS GREAT CHOICES FOR EASY DIGITAL SIGNAGE APPLICATIONS**

### ***Mitsubishi Digital Electronics America Introduces Cost-Effective Bundles for Digital signage Applications with its LCD Monitor Line***

**IRVINE, Calif., June 17, 2009** — Mitsubishi Digital Electronics America's Presentation Products Division, known for award-winning, high-quality, high-definition presentation and display products, today announced product bundles available for Mitsubishi's 32-, 42-, 46- and 52-inch monitors. These product bundles include C-sign™ software from C-nario, a world-class provider of end-to-end software-based digital signage solutions across all industries; Mitsubishi Electric's own Play-Out scheduling and monitoring software; and a media processor from IAdea, a company in the industry known for development of industrial-grade digital signage media appliances.

These new product bundles make it easy for Mitsubishi's network of dealers to offer digital signage that should increase profitability and price competitiveness while providing features that create maximum flexibility for application and installation considerations. This helps add value to digital signage applications where high-quality Mitsubishi monitors are specified.

"Digital signage is a growing market. We're excited about our bundle agreements because they offer our customers features and benefits without any rigid restrictions, which adds value to any application," said James Chan, senior director, product marketing, Mitsubishi Digital Electronics America's Presentation Products Division. "It's important that Mitsubishi consider all aspects of this market to meet our customers' needs, from small single or multiple display installations for corporate or lobby signage, to those across a campus or shopping mall.

C-sign™, a digital signage software product from C-nario, is uniquely designed for small- to medium-sized businesses. When displayed on a Mitsubishi monitor, C-sign can create a stand-alone, out-of-the-box digital signage solution. C-sign offers a web-based content management GUI (graphic user interface) that enables users to quickly and easily create text, upload a wide

range of graphics and video, as well as schedule and manage content. C-sign also offers multiple language support and easy-to-use templates with intuitive drag-and-drop content insertion.

Mitsubishi Electric's own Play-Out system is also now available as a software bundle with Mitsubishi Digital Electronic America's monitors. Play-Out is a complete scheduling and monitoring solution for larger installations of networked monitors. The Play-Out system is managed from one point in a network using a simple interface, which is efficient and cost-effective. Users can create and manage display lists, manipulate resolution, view display status, synchronize units and update each display individually or the entire system at once.

Mitsubishi is also announcing a hardware bundle designed for large-scale digital media signage applications using a digital media player from IAdea Corporation that is RISC- (reduced instruction set computer) and LINUX-based. This small device can receive and play content in a straightforward and uncomplicated way. The device is also IP-addressable. Users can thus users can manage content from a LAN, WAN or the Internet, not to mention download and display photos and videos.

Most models of IAdea players are pre-programmed to be "Scala Enabled" making Mitsubishi-IAdea bundled displays a part of the largest digital signage ecosystem in the world. The display and appliance bundle can be quickly installed within signage networks already leveraging the Scala software platform, making display expansion virtually plug-and-play. Users simply connect the device to the back of a monitor and it is ready to receive and stream content from Scala.

“In digital signage applications, there are times you need to simply create a live, moving poster,” said Chan. “With all the bundles above, Mitsubishi gives users maximum flexibility and control of digital signage integration to create display stations with dazzling presentations, video and artwork, all within their available resources and expertise.”

### **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>

### **About C-nario**

C-nario is a world-class provider of end-to-end software-based digital signage solutions across all industries, including advertising, retail, corporate, public, media and entertainment sectors. C-nario's cutting edge technology enables unparalleled playback and management capabilities of complex better-than-broadcast quality video displays in an extensive range of high traffic environments. To date, the company has deployed in 40 countries through its global partners and international value-added resellers. The company has offices in the United States, Europe, Asia and Israel. For more information about C-nario visit [www.c-nario.com](http://www.c-nario.com).

### **About IADEA**

Founded in 2000, IAdea is dedicated to the development of leading-edge industrial-grade digital signage systems. IAdea's media players adopt the XML-based W3C SMIL interface, allowing system integrators to quickly customize and tailor to individual project requirements. IAdea's device technologies feature in large-scale projects including the China Post Office Media Network and Taiwan's Taoyuan International Airport, offering proven robustness and lowered total cost of ownership (TCO). Thousands of digital signage sites worldwide are being powered by IAdea, serving millions of viewers each day. IAdea is an active member of the Digital Standards Committee of POPAI, promoting digital signage standards among major industry players. Headquartered in Taipei, Taiwan with North American support office in Montreal, Canada, IAdea offers distribution and service networks in the U.S., Canada, Denmark, Sweden, U.K., Italy, Turkey, China, Japan, and Australia. <http://www.IAdea.com>.

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C-sign is a trademark of C-nario. DLP is a registered trademark of Texas Instruments.