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## **JUMP START HOLIDAY HOME THEATER WITH MITSUBISHI PROJECTOR REBATE PROMOTIONS**

### *Mitsubishi Digital Electronics America Makes Home Theater Even More Affordable*

**IRVINE, Calif., November 18, 2008** — Mitsubishi Digital Electronics America's Presentation Products Division, known for award-winning, high-quality, high-definition presentation and display products, announced rebate promotions for three of its most popular home theater projectors, the HC1600, HC5500 and its newest Diamond Series Projector, the HC6500. These rebates are an incentive to movie and sports enthusiasts who are planning to upgrade their viewing technology to create a true projector-based home theater experience.

"Mitsubishi is committed to making our home theater projectors even more affordable, particularly in these tough economic times," said James Chan, senior marketing director, Mitsubishi Digital Electronics America's Presentation Products Division. "Our rebate program will be running through the end of the year, perfect for adding a little holiday cheer into the gift-giving spirit of the season as well as getting ready for championship football action."

Starting with Mitsubishi's entry level 720p high-definition projector, its HC1600 uses DLP<sup>®</sup> technology and comes with a \$100 mail-in rebate plus a free lamp promotion valued at \$495. That's a giveaway of \$595 in effective value, making the HC1600 one of the most affordable HD home theater projectors on the market today.

The HC5500 LCD projector now has an increased rebate of \$500 from its suggested retail price of \$1995. This is the same as last year's holiday promotional price on Mitsubishi's entry-level level 1080p HD projector, but the HC5500 has upgraded features. The HC5500 is designed to be one of the quietest projectors in the world at 19 dBA, so viewers can focus on the movie instead of a distracting hum of the fan. It also has an improved automatic iris function for quicker black-to-light image shift and the contrast ratio has been increased to 10,000:1.

Lastly, Mitsubishi's new Diamond Series 1080p value model, the HC6500, also hits the retail market with a \$200 mail-in rebate, for a total suggested retail price of \$2295. This new projector is available only at selected retail outlets such as Best Buy's Magnolia Home Theater stores or through authorized Mitsubishi dealers. Mitsubishi's limited warranty coverage applies only to products purchased from authorized resellers.

#### **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>

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