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MITSUBISHI DIGITAL ELECTRONICS AMERICA EXHIBITS HIGH QUALITY HOME THEATER PROJECTORS AT CES 2009

IRVINE, Calif., January 7, 2009 — Mitsubishi Digital Electronics America's Presentation Products Division, known for award-winning, high-quality, high-definition presentation and display products, is exhibiting its high quality home theater projectors that are currently available at the 2009 International CES Expo, January 8-11 in Las Vegas.

HC7000U and HC6500U 1080p Diamond Series Projectors

As Diamond Series projectors, Mitsubishi's new premium HC7000U and HC6500U 1080p projectors signify the quality and value of its products for end-users, available exclusively through custom home theater systems integration and high-end retail channels, designed for home theater aficionados who want to recreate a professional movie theater experience. They boast 3LCD panels and a new sleek and highly stylized design with a rich deep royal blue cabinet in either a piano-like high gloss or a matte finish. They are also two of the quietest projectors on the market today, emitting only 17 dBA in low mode.

The flagship HC7000U HD boasts a 70,000:1 contrast ratio for rich details, deep blacks, and great depth and dimension, obvious in dark scenes like those in classic film noir and action films. The HC6500U projector boasts a 15,000:1 contrast ratio that also increases depth and detail in dark scenes. The HC7000U's 1000 ANSI lumens and the HC6500U's 1200 ANSI lumens provide perfect brightness for dedicated home theater environments.

HC5500U 1080p Projector

Mitsubishi's HC5500 is designed with inorganic 3LCD panels that are more durable and provide a more consistent, evenly toned color image than previous generations. With a newly developed LCD panel cooling duct, the HC5500 is 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.

With the HC5500 Mitsubishi has also included an improved automatic iris function for quicker black-to-light image shift and has increased the contrast ratio to 10,000:1. This combination

allows for dynamic, smooth transitions between light and dark and sharper overall details in dark areas, even in fast-action spaceship scenes or classic film noir.

HC1600U 720p Projector

At 1700 lumens, the HC1600 uses Texas Instruments' DLP® technology, is brighter than its best-selling award-winning predecessor and fits more viewing environments. Mitsubishi's low cost HC1600 makes a dynamic large screen HD home theater experience truly affordable, allowing more people to step up from fixed-size televisions to portable, flexible home entertainment in high definition.

About Mitsubishi Digital Electronics America Presentation Products Division

Mitsubishi Digital Electronics America's Presentation Products Division markets an extensive line of display products for professional presentations, home entertainment, and video wall cube display systems and digital signage monitors designed with DLP® or LCD technology. Known for its award-winning, high-quality, accurate color reproduction technology. Mitsubishi display 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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