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MITSUBISHI DIGITAL ELECTRONICS AMERICA ADDS WIDE-FORMAT PROJECTORS TO ITS 500 FAMILY

WXGA and Short-Throw Models Introduced for Education and Corporate Applications

IRVINE, Calif., November 19, 2008 — Mitsubishi Digital Electronics America's Presentation Products Division, known for its award-winning, high-quality presentation and display products, has announced a line extension of its 500 family of projectors to include new wide-format projectors, the WD510U and the WD500U-ST short-throw version designed for higher education, government and business applications.

"Our 500 family of projectors has been extremely successful since we introduced them earlier this year," said Wayne Kozuki, product manager, Mitsubishi Digital Electronics America.

"These two new-wide format projectors add more variety and flexibility to our entire lineup."

Both new projectors provide WXGA (1280 x 800 pixels) resolution for users that need to display a native 16:10 aspect ratio, with 1.3 times the display area of conventional 1024 x 768 resolution projectors. Mitsubishi's new WD510U and WD500U-ST blast 2600 lumens and 2100 lumens respectively, producing an ideal level of brightness whether you are shining the WD500U-ST on an interactive white board or the WD510U in a classroom or conference room.

Mitsubishi's powerful WD500U-ST projector can be placed close to a screen or whiteboard. With its ultra short-throw lens, users can project a 60-inch diagonal image at a distance of about only 28 inches away from the screen. At this short distance presenters will not be distracted or be caught in the glare of the projector, or cast a distracting shadow onto the screen while addressing their audience.

Each projector uses Texas Instruments' new DDP 2230 DMD™ chip with DLP® technology and the latest version of BrilliantColor™. This combination, along with Mitsubishi's implementation of its dynamic lamp power design, enhances and improves overall color performance while keeping the total cost of ownership low. Additionally Mitsubishi is offering a generous one-year limited warranty on its lamp or 500 hours (whichever comes first), making the entire Mitsubishi 500 family of projectors even more economical.

Every projector in the 500 series is designed to perfectly match brightness requirements in boardrooms, offices, classrooms and other well-lit environments. Each has a six-segment color wheel (R, G, B, W, Y, C) that provides dazzling overall color, while its Color Enhancer2™ with dynamic lamp power design is an intelligent system that automatically adjusts light output for the most vibrant color performance for any slide or video scene.

These filter-free projectors have a center lens design for easy set-up. They boast an expected 4000-hour lamp life in low mode and a convenient top-loading lamp that makes installation and lamp replacement simple, easy and cost-effective. Color wall support allows users to select a particular surface color including beige, blue, green, pink, blackboard or the new whiteboard setting that helps eliminate hotspots. Once the color is chosen, the projector automatically adjusts its output to create the best image possible for that background or base color surface, making set-up in classrooms and conference rooms a breeze.

Each projector in the 500 family provides separate audio inputs for computer and video, dual computer inputs and a monitor loop through to maximize set up and installation options, as well as RS232 for remote projector management and DVI™ input for pure digital connectivity. A splash screen, password protection and reinforced anti-theft security bar help create peace of mind for security-conscious users.

“Our new wide-format 500 series models meet our customers' needs for outstanding performance at a low cost of ownership,” said James Chan, director of product marketing, Mitsubishi Digital Electronics America's Presentation Products Division. “We're committed to

bringing the best projectors at the best value to our customers, not only at purchase time, but throughout the life of the projector.”

Suggested Retail Pricing, Availability, Warranty

Mitsubishi’s WD510U has a suggested retail price of \$1,495; the suggested retail price of the WD500U-ST is \$1,695, and both are currently available. The projectors come with Mitsubishi’s three-year limited warranty on parts and labor, and a one-year limited warranty on the lamp. Like all Mitsubishi data projectors, the new 500 family is covered by the Express Replacement Assistance (ERA) Program, a nationwide comprehensive service that offers next business-day replacement for down units that are under warranty.

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 home entertainment, and rear-projection video wall cube display systems and digital signage monitors designed with DLP® or LCD technology. The company 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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