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## **MITSUBISHI ANNOUNCES COST-EFFECTIVE HARDWARE BUNDLE WITH LCD MONITORS AND IADEA**

**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 a product bundle with IAdea, a company in the digital signage industry known for development of industrial-grade media player appliances. The bundle is available for Mitsubishi's 32-, 42-, 46- and 52-inch monitors, and is designed for large-scale installations.

"In digital signage applications, it's important to provide installation and content flexibility," said James Chan, senior director, product marketing, Mitsubishi Digital Electronics America's Presentation Products Division. "With IAdea, we give you an easy way to control your entire digital signage integration within your available resources and expertise."

Mitsubishi's bundle contains IAdea's digital media player that is RISC- (reduced instruction set computer) and LINUX-based. This device comes in a small form factor and can receive and play content in a straightforward and uncomplicated way. The device is IP-addressable so users can manage content from a LAN, WAN or the Internet and can 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.

“We are pleased to announce the integration of our rock-solid digital signage player appliances with Mitsubishi’s leading display technology,” said Rex Chen, executive vice president of IAdea Corporation. “This joint development provides a highly differentiating platform for systems integrators by combining industrial-grade reliability, superior management options, and greatly reduced total-cost-of-ownership in one easy-to-deploy package.”

### **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>.

### **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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