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MITSUBISHI DIGITAL ELECTRONICS AMERICA INTRODUCES HD8000 ULTRA-BRIGHT 1080p PROJECTOR FOR HOME THEATER

IRVINE, Calif., September 4, 2008 — Mitsubishi Digital Electronics America's Presentation Products Division, known for award-winning, high-quality, high-definition presentation and display products, introduced the HD8000, its first ultra-bright 1080p HD projector designed for more exposed, brighter home theater environments.

When living spaces are intended to capture fantastic, breathtaking views, installing a home theater environment in those areas often requires closing the curtains. However, with Mitsubishi's new high-brightness HD8000, its 5000 lumens creates incredibly brilliant HD 1080p video images that don't need a darkened room so ocean, mountain and city lights views can be enjoyed alongside an HD movie during panoramic sunsets, lazy afternoons or early weekend mornings.

The HD8000 projector uses three robust 1.1 inch 3LCD inorganic panels and is ideal in larger home theaters that require full high-definition (1920 x 1080 pixels) HD video for a true theater experience. It includes a DVI connector with an HDMI™-to-DVI™ adapter for a wider range of HD connectivity options, and a stylish black outer cabinet.

The HD8000 offers RJ45 networking support for easy integration with automated home control systems. It also comes with vertical and horizontal lens shift, power zoom and focus and optional lenses for easy installation control and flexibility. These rich features also make the HD8000 highly suitable for establishments like sports bar and restaurants where HD video entertainment can add to the value of the venue.

“With a suggested price of \$14,995, our new HD8000 offers the best-valued 5000 lumen projector in the full HD market,” said Wayne Kozuki, product manager, Mitsubishi Digital Electronics America's Presentation Products Division. “We're very proud to bring a projector

this extraordinary to the home theater market and show our commitment to a full line of commercial and consumer 1080p projectors.”

“The Mitsubishi HD8000U represents a breakthrough in the full high-definition front-projection product space in terms of brightness, resolution and most importantly, affordability,” said James Chan, senior director, product marketing, Mitsubishi Digital Electronics America’s Presentation Products Division. “Mitsubishi continues to lead the market in offering the best value for excellent products. There are plenty of manufacturers selling projectors at aggressive prices, but ours come with the known quality and innovation that makes our so brand popular.”

Pricing, Availability, Warranty

The suggested retail price of Mitsubishi’s HD8000U is \$14,995 and will be available this month through authorized Mitsubishi dealers. The projector comes with Mitsubishi’s three-year limited warranty on parts and labor plus a one year limited warranty on the lamp.

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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