

Contact: Nancy Napurski  
Lionheart Communications  
310-283-0704  
nnapurski@lionheartpr.com

## **MITSUBISHI DIGITAL ELECTRONICS AMERICA ANNOUNCES ECONOMICAL HC1600 HOME THEATER PROJECTOR**

### *New 720p Projector Replaces Award-Winning HC1500*

**IRVINE, Calif., June 18, 2008** — Mitsubishi Digital Electronics America's Presentation Products Division, known for award-winning, high-quality, high-definition presentation and display products, today announced its HC1600 HD home theater projector designed for budget-minded video enthusiasts or home theater newbies.

At 1700 lumens, the HC1600 is brighter than its best-selling award-winning predecessor, fits more viewing environments and at a suggested retail price of only \$999, it fits smaller budgets as well. Mitsubishi's 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.

"We continue to lead in home theater projection, especially in terms of a value proposition," said Wayne Kozuki, product marketing manager, Mitsubishi Digital Electronics America's Presentation Products Division. "It's always exciting to bring such high-end entertainment experiences to a level where almost everybody can easily enjoy them at home or on the road."

Using Texas Instruments' latest DLP® chip, the DDP3020 Digital Light Processing® TrueVision™ Image processing with BrilliantColor™, Mitsubishi's HC1600 HD projector blasts a bright 1700 lumens and provides an outstanding 2500:1 contrast ratio for high action and detailed video impact, even with the lights on. The combination provides advanced capabilities that greatly enhance white segment processing and secondary color boost to improve mid-tone brightness.

BrilliantColor processing technology uses a patented color-processing algorithm and system-level enhancements for more brightness and truer lifelike colors. As a result, the HC1600 treats viewers to rich and vivid 720p high-definition images.

Mitsubishi's HC1600 is affordable from the point of purchase and offers an exceptionally low cost of ownership with an estimated 3000-hour lamp life in low lamp-life conservation mode. It's also designed with an advanced filter-free construction that makes the projector's optics resistant to dust, dirt and other micro particles within its light path. Because there's no filter, periodic maintenance is greatly reduced, making the projector more economical over time, and allowing users more time to enjoy their home theater. Furthermore, the tedious task of cleaning and replacing a filter is eliminated, saving both time and money.

Subdued scenes are easy to hear with the HC1600's quiet 25-decibel level engine, and its HDMI™ and DVI™ inputs offer true high-definition connectivity. Digital keystone correction makes set-up easy, efficient and more flexible in different room configurations.

"Mitsubishi is committed to increasing value in our home theater and presentation projectors," said James Chan, director, product marketing, Mitsubishi Digital Electronics America's Presentation Products Division. "We offer a wide selection designed to meet home theater newbies as well as enthusiasts who want the best that their budget can afford, with no compromise."

### **Pricing, Availability, Warranty**

The suggested retail price of Mitsubishi's HC1600 is \$999; the projector will be available in August 2008 through popular online resellers, selected retail outlets and authorized Mitsubishi dealers. The projector comes with Mitsubishi's one-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 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>

# # #

Digital Light Processing, BrilliantColor, TrueVision and DLP are trademarks or registered trademarks of Texas Instruments. DVI is a trademark of Digital Display Working Group (DDWG). HDMI is a trademark of HDMI Licensing, LLC.