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**MITSUBISHI DIGITAL ELECTRONICS AMERICA'S NEW HC5500 1080p
PROJECTOR BRINGS ADVANCED FEATURES TO COST-CONSCIOUS
CONSUMERS**

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, is bringing higher-grade features to its newest 1080p (1920 x 1080) resolution home theater projector, the HC5500. This new projector replaces Mitsubishi's wildly successful HC4900, upgrading features for the same manufacturer's suggested price of \$2495.

"Our new HC5500 is very similar to our HC6000, but we're targeting it to the same price point as our old HC4900," said Wayne Kozuki, product manager, Mitsubishi Digital Electronics America's Presentation Products Division.

Mitsubishi's HC5500 is designed with inorganic LCD panels that are more durable and that provide a more consistent, evenly toned color image than previous generation LCD panels. With a newly developed LCD panel cooling duct, the HC5500 is designed to be one of the quietest projectors in the world at 19 dBa, so you 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.

Most importantly, Mitsubishi incorporates the Emmy® award-winning HQV (Hollywood Quality Video) high-performance video processor inside this entry level 1080p projector. The HC5500 comes with the Reon-VX video processing chip often found in more expensive high-end devices and offers advanced noise reduction and reduced chroma up-sampling for superior video performance.

Reon-VX's HQV processing delivers sharp, detailed HD images by using features such as true 1080i-to-1080p HD deinterlacing and a sophisticated multidirectional diagonal filter that helps ensure video is free from jagged edges. HQV also makes standard definition material approach HD quality by employing advanced scaling, per-pixel detail enhancement and noise reduction technology to remove noise and artifacts caused by compression.

The projector's 3LCD technology delivers unbelievable color, amazing detail and road-tested reliability. Using an advanced three-panel design, Mitsubishi's HC5500 produces both rich and vibrant colors with extraordinary details for outstanding picture quality.

With up to 5000 hours of lamp-life (in low mode), HC5500 owners won't have to change lamps often, but when it's necessary the new projector design makes replacement quick and easy. Users simply switch lamps through an easily accessed lamp housing without taking the mounting structure apart or physically handling the projector.

"Mitsubishi continues to lead the market with advanced features and functions at unprecedented price points," said James Chan, director, product marketing, Mitsubishi Digital Electronics America's Presentation Products Division. "We're excited to offer so many advanced features for a suggested price under \$2500."

Pricing, Availability and Warranty

The suggested retail price of Mitsubishi's new HC5500 is \$2,495 and will be available in June through authorized Mitsubishi dealers and select online resellers. The projector comes with Mitsubishi's two-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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