

## **MITSUBISHI DIGITAL ELECTRONICS AMERICA ANNOUNCES NEW SHORT-THROW XD500U-ST PROJECTOR**

*Designed for Projection Environments with Limited Real Estate*

**IRVINE, Calif., June 18, 2008** — Mitsubishi Digital Electronics America's Presentation Products Division, known for its award-winning, high-quality presentation and display products, has announced its new XD500U-ST projector designed for educators and presenters with limited space.

Mitsubishi's powerful new XGA-resolution (1024 x 768 pixels) short-throw projector can be placed close to a screen or white board and achieve a relatively large picture. For example, the projector can display a 60-inch diagonal image when only 33-inches away, so presenters do not create distracting shadows while addressing their audience.

"With our new XD500U-ST projector, instructors can focus on teaching instead of staying away from the bright projection light," said Wayne Kozuki, product manager for Mitsubishi Digital Electronics America's Presentation Products Division. "And students aren't distracted by images splashed across a teacher's body or by shadows on the whiteboard or screen."

The XD500U-ST is built with an advance video scaler that can smoothly display a compressed WXGA (1280 x 800) image despite having a native resolution of XGA. This compression and resolution feature allows users to get the best of both worlds, giving full support to 4:3 computers while showing newer, wide-screen images easily and accurately.

The XD500U-ST uses Texas Instruments' new DDP 2230 DMD chip with DLP® technology and the latest version of BrilliantColor™ for superior color performance. Blasting 2000 lumens with a 2500:1 contrast ratio, the projector also has a six-segment color wheel (R, G, B, W, Y, C) that provides dazzling overall color, while its Color Enhancer2™ with dynamic intelligent lamp system automatically adjusts light output to produce vibrant color performance that captures the attention of your presentation audience.

This filter-free projector has a center lens design and convenient top-loading lamp to make installation and lamp replacement simple and easy, saving time and money. Mitsubishi is offering a one-year limited warranty on its lamp, making the projector even more economical.

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.

Mitsubishi's XD500U-ST provides separate audio inputs for computer and video, dual computer inputs and a monitor loop through for flexible installation options, as well as an RS-232 interface for remote projector management. A splash screen, password protection and reinforced anti-theft security bar help create peace of mind for security-conscious users.

"This short-throw model adds to our new powerful 500 series of education and business projectors," said James Chan, director of product marketing, Mitsubishi Digital Electronics America's Presentation Products Division. "We now have even more choices designed to meet our customer's projection needs."

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

Mitsubishi's XD500U-ST has a suggested retail price of \$1,299, and is available this month. The projector comes with Mitsubishi's three-year limited warranty on parts and labor, and a generous one-year limited warranty on the lamp. Like all Mitsubishi data projectors, the new XD500U-ST 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>.