



**News Release**

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**Mitsubishi Digital Electronics America Makes it Easier to Experience 3D TV  
in the Home by Providing Free Upgrade to Support 3D Signal Formats**

*Mitsubishi offers free 3D TV software upgrade to owners of 738 and 838 series 3D  
DLP Home Cinema TVs*

**IRVINE, Calif.—November 15, 2010**—Mitsubishi Digital Electronics America, Inc., a pioneer in 3D home cinema TV, today made available a free 3D TV software upgrade for select 2010 Mitsubishi 3D-ready TVs, making it easier for consumers to experience large screen, immersive 3D home entertainment. The software updates 738 and 838 series Mitsubishi 3D-ready TVs to directly support all mandatory 3D signal formats prescribed by HDMI 1.4a. Upgraded Mitsubishi 738 and 838 3D TVs will directly connect to 3D sources such as Blu-ray® players and satellite and cable set-top boxes, without the need for a 3D adapter.

The free software upgrade allows Mitsubishi TV owners to keep pace with an evolving 3D TV landscape and enjoy the ultimate in immersive, large screen, theater-like 3D home entertainment. Mitsubishi 3D DLP® Home Cinema TVs offer some of the largest screen sizes available today, including 60, 65, 73 and a mammoth 82-inch, which provides more than three times the picture area of a 46-inch TV. DLP's large screen format and high speed imaging make it the preferred technology for 3D viewing.

"Size and speed are crucial to enjoying the most realistic, immersive 3D TV viewing experience, and Mitsubishi leads the market on both fronts," says Frank DeMartin, vice president, marketing at Mitsubishi Digital Electronics America. "With this new 3D TV software update, we keep our



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customers on the leading edge of 3D home entertainment, and they can now experience a full range of 3D TV content on our cinema-like large screen 3D TVs."

The new 3D TV software upgrade will be downloaded automatically and free-of-charge to 738 and 838 series Mitsubishi 3D DLP Home Cinema TVs that are connected to the internet. For those 738 and 838 series Mitsubishi TVs not connected to the internet, there are two options for integrating the 3D TV software upgrade. Owners can download the free software to a USB stick, which can then be input to the TV for a complete and simple upgrade. For those owners who do not wish to download the free software, Mitsubishi will provide upon request a USB stick with the software upgrade pre-loaded for a nominal fee. See [www.mitsubishi-tv.com](http://www.mitsubishi-tv.com) for details.

### **About Mitsubishi Digital Electronics America, Inc.**

Mitsubishi Digital Electronics America, Inc., manufactures and markets a comprehensive line of premium quality 1080p 3D DLP® Home Cinema TVs and Unisen™ Immersive Sound LED TVs, along with the world's first laser TV: LaserVue®. Recognized as the world leader and innovator of large display high-definition televisions, Mitsubishi Digital Electronics America builds products that lead the industry in quality, performance and ease-of-use. For additional information about MDEA, visit [www.mitsubishi-tv.com](http://www.mitsubishi-tv.com).

DLP is a trademark of Texas Instruments. Blu-ray is a registered trademark of the Blu-ray Disc Association.

Mitsubishi 738 series and 838 series 3D televisions (the "TVs") will no longer require the use of an adapter when loaded with the software version of 012.06 (the "Software Update"). After the Software Update, the TVs will support the mandatory HDMI 1.4a 3D signals intended for the United States. Specifically, the TVs will support the 3D signals known as Frame Packing 1080p/24Hz and 720p/60Hz (primarily from Blu-ray players and gaming consoles), Side-by-Side in 1080i/60Hz, 1080p/24Hz/30Hz/60Hz and 720p/60Hz, Top/Bottom in 1080p/24Hz and 720p/60Hz, and Checkerboard 1080p/60Hz. However, there may be some 3D sources that are not compatible with the TVs even after the Software Update. In all cases: (1) 3D sources must connect to the TVs using the HDMI inputs; and (2) Active Shutter 3D glasses with matching synchronization emitter or DLP Link Active Shutter 3D glasses are required in order to view 3D content.