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3D All the Rage as Mitsubishi Electric Visual Solutions Debuts 3D DLP Home Theater Front Projector

IRVINE, Calif., September 7, 2011 — [Mitsubishi Electric Visual Solutions America](#), Inc. will introduce one of its best 3D projectors, the HC7800D, at the [CEDIA](#) Home Theater Show in Indianapolis, September 8-10, 2011 in Booth #5537. A major addition to its line of large screen visual displays, the HC7800D is the first in the line that features the latest DLP® chip that enables 3D technology.

“Mitsubishi is known for pushing the visual technology envelope, especially when creating the biggest, boldest 3D images,” said Wayne Kozuki, product manager, Mitsubishi Electric Visual Solutions America. “We started selling [3D home theater](#) products in 2007, and we’re excited to add the HC7800D to our line because it shows some of the best 3D images ever seen from a front projector. It will be a hot model with our latest proprietary features added to our full line of 3D-ready large screen displays.”

Mitsubishi Electric’s new mid-range HC7800D uses Texas Instruments’ latest DLP® .065-inch DMD chip to create exciting, vibrant 3D images in full high-definition, 1080P resolution. Its ultra-hushed fan creates 25 dBA in low mode, so you’ll only hear the sweet sounds of quiet dialogue or music during your movie or television show, not an annoying fan hum.

The projector also boasts an amazingly long lamp life of up to 5000* hours in low mode. This provides years of typical use before a lamp change. Its one-year limited warranty is also one of the best lamp warranties in the industry.

Mitsubishi Electric’s new HC7800D home theater projector blasts an impressive 1600 lumens used to create high-brightness, high-contrast (up to 30,000:1 full on/full off, up to 700:1 ANSI contrast ratio) images that are smooth, dazzling and true to the original 2D and 3D content.



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News Release

The HC7800D shows impressive native 3D images with virtually no crosstalk when using its high-performance proprietary active shutter glasses. The projector is also one of the few models in its category with one of the industry's best 2D-to-3D Frame Rate Conversion using Mitsubishi's own algorithms in calculating and interpolating multiple depth levels in a 2D image, resulting in a near-perfect simulation of a true 3D frame of vision. This new, high-speed frame reproduction technology crafts detailed, high-definition 3D images with minimum crosstalk or distortion so 3D content appears to literally jump off the screen, even in high speed action scenes.

Two of the latest HDMI™ version 1.4 inputs support 3D signals, as well as provide easy set-up options for multiple video inputs. The projector's RS232 support offers plug-and-play connectivity with third-party remote operations for easy installation and control.

The HC7800D will be available third quarter 2011 through authorized Mitsubishi Electric distributors and dealers, just in time for the year-end holiday gift giving season, priced at \$3495. It comes with Mitsubishi's two-year limited warranty on parts and labor.

"Mitsubishi is a leading provider of 3D home theater display products and the HC7800D elevates 3D to a new level. We're always interested in sharing our new technology with the CEDIA audience," said James Chan, vice president, marketing, Mitsubishi Electric Visual Solutions America. "We continue to bring the best in front and rear projection using display technology with a broad range of products to our home theater partners."

About Mitsubishi Electric Visual Solutions America, Inc.

Headquartered in Irvine, Calif., Mitsubishi Electric Visual Solutions America, Inc. is a US subsidiary of Mitsubishi Electric Corporation of Tokyo, Japan. Mitsubishi Electric Visual Solutions America manufactures and markets a complete line of display products including



VISUAL SOLUTIONS AMERICA

News Release

projectors, data wall display systems, LCD digital signage monitors and players, large-screen 3D DLP® televisions and the world's first laser TV, LaserVue®. Other products include industrial printers, photo kiosks and digital photo printers, time lapse security recorders and DVRs.

For additional information about Mitsubishi Electric Visual Solutions America, visit

<http://www.mevsa.com>. You may also connect with Mitsubishi on Facebook

(<http://www.facebook.com/MitsubishiDisplays>) and Twitter (<http://twitter.com/MitsuDisplays>)

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*For an explanation of how this estimate was calculated, visit http://www.mitsubishi-presentations.com/resources/calculator_TCO.html. This estimate does not extend or otherwise modify the warranty for the lamp.

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