



VISUAL SOLUTIONS AMERICA

News Release

Mitsubishi Electric Visual Solutions America Selected as CES Innovations 2012 Design and Engineering Awards Honoree

IRVINE, Calif. - November 29, 2011 - Mitsubishi Electric Visual Solutions America, Inc., the leader in large-screen television, has been named an International CES Innovations 2012 Design and Engineering Awards Honoree for its 92-inch 3D DLP® Home Cinema TV (WD-92840). Products entered in this prestigious program are judged by a preeminent panel of independent industrial designers, engineers, and members of the media to honor outstanding design and engineering in cutting-edge consumer electronics products across 32 product categories.

“We’re proud and honored to add this prestigious CES accolade to our portfolio of award-winning products”

Mitsubishi’s 92-inch 3D DLP Home Cinema TV is the largest mass-produced TV on the market, covering a surface area greater than four standard 46-inch TVs combined. Mitsubishi’s 92-inch TV includes a 16-speaker, fully immersive Dolby Digital 5.1 surround sound system; new Clear Contrast Screen; Perfect Color™; Perfect Tint™; and the same 3D DLP technology used by 90 percent of 3D movie theaters. The TV is affordably priced, driving adoption of 3D TVs by American families, who can now enjoy a cinematic TV experience in the comfort of their home.

“We’re proud and honored to add this prestigious CES accolade to our portfolio of award-winning products,” says James Chan, Vice President, Marketing at Mitsubishi Electric Visual Solutions America, Inc. “This validation reinforces our mission to offer unique, high-quality performance and tremendous value to customers who want a true, immersive home theater experience, and realize that there are better alternatives in the marketplace than commoditized flat screens.”

The prestigious Innovations Design and Engineering Awards are sponsored by the Consumer Electronics Association (CEA)®, the producer of the International CES, the world’s largest consumer technology tradeshow, and have been recognizing achievements in product design and engineering since 1976. The Best of Innovations honor is awarded to the products with the highest judges’ scores and will be featured in the Innovations Design and Engineering Showcase at the 2012 International CES.

Mitsubishi's 92-inch 3D DLP Home Cinema TV will be displayed at the 2012 International CES, which runs Jan. 10-13, 2012 in Las Vegas. Honorees will also be displayed at CES Unveiled: the official press event of the International CES from 4 p.m. - 7 p.m. on Sunday, Jan. 8 in the Venetian Ballroom of the Venetian.

The Innovations entries are judged based on the following criteria:

- Engineering qualities, based on technical specs and materials used
- Aesthetic and design qualities

- The product's intended use/function and user value
- Unique/novel features that consumers would find attractive
- How the design and innovation of the product compares to other products in the marketplace

Products chosen as an Innovations honoree reflect innovative design and engineering of the entries. Examples might include the first time various technologies are combined in a single product, or dramatic enhancements to previous product designs. Innovations 2012 Design and Engineering honoree products are featured on www.CESweb.org/Innovations, which lists product categories, as well as each product name, manufacturer information, designer, description, photo, and URL.

For more information about Mitsubishi Electric's full line of televisions ranging from 73-inches to 92-inches, visit <http://www.MEVSA.com>. You can also "like" Mitsubishi TV on Facebook at <http://www.Facebook.com/MitsubishiTV> to stay informed of upcoming special holiday promotions and get tips on how to really enjoy the big-screen TV experience.

About Mitsubishi Electric Visual Solutions America, Inc.

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

For additional information about Mitsubishi Electric Visual Solutions America, visit www.MEVSA.com.

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