

## **Mitsubishi Electric Ships 3D DLP Home Theater Front Projector With Free Pair of Glasses Promotion**

**IRVINE, Calif., December 13, 2011** — [Mitsubishi Electric](#)'s new 3D projector, the [HC7800D](#), is now available and priced at \$2999, with a free pair of proprietary active-shutter 3D glasses, just in time for the year-end holiday gift giving season. The free glasses promotion, valued at \$199, will continue until the end of 2011.

“Mitsubishi is known for pushing the visual technology envelope, especially when creating the biggest, boldest 3D images, and the HC7800D projector has generated a lot of excitement in the home theater market since it was announced last September at the [CEDIA](#) industry trade show,” said Wayne Kozuki, product manager, Mitsubishi Electric Visual Solutions America. “The HC7800D shows some of the best 3D images ever from a front projector. It’s a hot model with our advanced proprietary technology added to our full line of 3D large screen displays.”

Mitsubishi Electric’s new mid-range HC7800D projector 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 23 dBa of noise in low mode, so viewers can hear the sounds of quiet dialogue or music during your movie or television show, not an annoying fan hum.

The HC7800D projector shows impressive native 3D images with virtually no crosstalk when the high-performance proprietary active-shutter glasses are used by the viewer. The projector also boasts one of the industry’s best 2D-to-3D conversion technologies, using Mitsubishi’s own algorithms in calculating and interpolating multiple depth levels in a 2D image. This transforms traditional 2D films like *Gone with the Wind* or *Ben Hur* into a seamless 3D experience with near-perfect 3D simulation that literally makes content jump off the screen.

The projector's frame rate conversion technology also produces high-speed frame reproduction for showing fine, smooth details and reducing any motion blur, especially in fast action scenes.

With a long lamp life of up to 5000\* hours in low mode, the lamp of the HC7800D projector provides years of typical use before a lamp change is required. Mitsubishi's one-year limited warranty on the lamp is also one of the best in the industry.

Mitsubishi Electric's new HC7800D home theater projector blasts an impressive 1500 lumens to create high-brightness and a rich 100,000:1 contrast ratio. It produces images that are smooth, dazzling and true to the original 2D and 3D content.

The latest HDMI™-version 1.4 inputs support 3D signals, and 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.

“Mitsubishi is a leading provider of 3D home theater display products and the HC7800D projector elevates 3D to a new level,” 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 channel partners and end users.”

Additional Mitsubishi proprietary 3D glasses cost \$199 per pair. The HC7800D projector ships with a 3D emitter and comes with Mitsubishi's two-year limited warranty on parts and labor.

#### **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 projectors, data wall display systems, LCD digital signage monitors and players, large-screen 3D DLP® televisions and the world's first laser TV,



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LaserVue®. Other products include industrial printers, photo kiosks and digital photo printers, time lapse security recorders and DVRs.

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<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](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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