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## **Mitsubishi Electric Visual Solutions' HC9000D 3D Front Projector Features Anamorphic Support, Reduced Price**

**IRVINE, Calif., September 7, 2011** - Mitsubishi Electric Visual Solutions America, Inc. has reduced the price of its successful flagship Diamond HC9000D front projector to \$5995, and will be showcasing it along with its line of large-screen visual displays at the CEDIA Home Theater Show in Indianapolis, September 7-10, 2011 in Booth #5537. Mitsubishi Electric's new Diamond HC9000D 3D projector is packed with features that create crisp, vivid, engaging 3D images that can be displayed on 100-inch screens, creating a true theater experience.

The HC9000D is also the only 3D projector in its price range that supports anamorphic modes, so viewing original widescreen 2.35:1 aspect ratio films is easy and cost effective. With support for Anamorphic Lens Modes 1 and 2, users enjoy the optimum home theater viewing experience with every inch of the screen filled with the movie, instead of a letterboxed format.

"Our customers get a huge bang for their 3D home theater buck with our HC9000D front projector," said Wayne Kozuki, product manager, Mitsubishi Electric Visual Solutions America, Inc. "Whether you're watching 2D or 3D, images literally appear to jump off the screen with realistic, true-to-life details."

The projector also boasts the latest frame rate conversion technology: motion vector analysis is applied to each movie frame for highly accurate alignment using the preceding and subsequent frames. This compensation function creates the optimal number of frames for the content, reducing distortion in all directions: vertically, laterally and diagonally. Fast movie sequences are smooth and clear.

"Our 3D frame rate conversion technology literally can add frames to a movie to create an ultra smooth and judder free viewing experience," said Kozuki.



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Powered by an SXRD™ cutting-edge reflective liquid-crystal optical engine, Mitsubishi adds its own algorithms and processing technologies to create high-brightness, high-contrast (up to 150,000:1) images that are smooth and true to the original content.

A key element in projector performance is the lens, and Mitsubishi has incorporated extra-low dispersion glass into its six-piece, 17-cluster structure for higher functionality that minimizes chromatic aberration. The result is colors and details that are impeccably clear.

With its auto-iris function, Mitsubishi's Diamond HC9000D 3D home theater projector automatically sets the optimal aperture according to each scene, and its 120Hz refresh rate produces ultra-smooth transitions and amazing life-like images. An independent color management function allows adjustment to color characteristics such as hue, intensity and brightness individually (red, green, cyan, magenta and yellow), without affecting the other colors.

With a wide range of powered lens shift (100 percent vertical and 45 percent horizontal), this new Mitsubishi Diamond HC9000D 3D projector is easy to install, even in a complicated room configuration. In some cases, there may not be a need to turn the projector upside down in a ceiling mount, and its 1.8x powered-zoom range also gives installers additional installation flexibility.

At only 23dBA, this Diamond HC9000D 3D projector is extremely quiet, so viewers can easily hear the movie—even in whisper-soft scenes—instead of an annoying projector hum. Two HDMI™ version 1.4 inputs support 3D signals, as well as provide easy set-up options for multiple video inputs, and its RS232 support offers plug-and-play connectivity with third-party remote operations.

Mitsubishi's new Diamond HC9000D 3D projector also offers low cost of ownership with an estimated 4000-hour lamp life\* in low conservation mode. It has a convenient and simple rear-



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access lamp design for easy lamp exchanges and a one-year limited warranty on the lamp, one of the best lamp warranties in the industry.

The projector is currently available through authorized Mitsubishi dealers and comes with Mitsubishi's two-year limited warranty on parts and labor plus a one-year limited warranty on the lamp.

"Mitsubishi Electric is known for reliable, super large screen display technology, and now we're building a great reputation for 3D home theater display products," said James Chan, vice president, marketing, Mitsubishi Electric Visual Solutions America, Inc. "We continue to bring the best in front and rear projection using display technology 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 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](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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