



News Release

DIAMOND VISION SYSTEMS

Mitsubishi Electric Diamond Vision Systems Takes Home an Emmy
Award is latest of several for “pioneering” group

CYPRESS, Calif.—January 12, 2012—Mitsubishi Electric’s Diamond Vision™ Systems has been named a recipient of the National Academy of Television Arts & Sciences (NATAS) 63rd Annual Technology & Engineering Emmy® Award. Mitsubishi Electric won its Emmy® in the Pioneering Development of Large-Venue, Large-Screen Direct View Color Video Displays category.

The Emmy® is the latest of several awards and honors for Diamond Vision, which has been recognized by the Guinness Book of Records for its high-definition video displays at Cowboys Stadium in Dallas and Turner Field in Atlanta, and Sports Business Journal’s 2010 “Best in Sports Technology” award.

“Mitsubishi Electric is honored to be recognized by the Academy for our decades of leadership in large-screen display technology,” said Mark Foster, general manager of Mitsubishi Electric Power Products’ Diamond Vision Systems division. “Advanced technologies we’ve developed for stadium and arena displays, such as wider viewing angles and higher brightness and resolution, are now found in our home theater products, such as our 92-inch 3D HDTVs and 3D projectors.”

Premiere venues boasting Mitsubishi Electric Diamond Vision displays include Fenway Park, Yankee Stadium and the Colosseum at Caesars Palace in Las Vegas. Other Diamond Vision innovations and milestones include the:

- First full-color large-scale display in 1980 at Dodger Stadium
- First high-definition LED stadium display at Turner Field (Atlanta Braves)

- First high-definition LED display in New York's Times Square (MTV's TRL Live)
- First high-definition LED display in the NBA/NHL at TD Banknorth Garden (Boston Bruins/Celtics)
- First high-definition 6mm LED display system in the NBA/NHL at the Verizon Center (Washington Wizards/Capitals)

“The National Academy’s Engineering Achievement Committee is pleased to honor technology companies who have set the standard for much of what we do in broadcast television and to those that continue to broaden what is possible in bringing home to the viewer the best that television has to offer,” said incoming committee Chairman, Robert P. Seidel, vice president of CBS Engineering and Advanced Technology. The Emmy® will be presented January 12th as part of the 2012 International Consumer Electronics Show (CES) in Las Vegas.

About Mitsubishi Electric Diamond Vision™

Mitsubishi Electric, the Official Large Video Display Provider of the PGA TOUR, pioneered the development of large-scale video displays in the US and abroad. Headquartered in Warrendale, Penn., Diamond Vision Systems is a division of Mitsubishi Electric Power Products, Inc. To learn more visit <http://www.Diamond-Vision.com> or call 724-778-3185.

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