

Contact: Nancy Napurski
Lionheart Communications
585-967-3348
nnapurski@lionheartpr.com

**MITSUBISHI DIGITAL ELECTRONICS AMERICA ANNOUNCES
NEW HC6800 DIAMOND SERIES PROJECTOR AT CEDIA 2009**

*High-Contrast, High-Definition Projector Available Exclusively through System Integrators
and Leading Home Theater Retailers*

IRVINE, Calif., September 8, 2009 — Mitsubishi Digital Electronics America's Presentation Products Division, known for award-winning, high-quality, high-definition presentation and display products, today introduced its newest Diamond Series projector designed for the finest high-definition home theater environments.

Mitsubishi's 1080p HC6800 Diamond Series high-contrast projector offers quality and value for end-users. This new projector is designed for easy installation and is available exclusively through custom home theater systems integrators and leading retail channels such as Best Buy's Magnolia Home Theater.

"The HC6800 brings more features to the Diamond Series and projects movie images even more crisply," said Wayne Kozuki, product manager, Mitsubishi Digital Electronics America's Presentation Products Division. "It offers a fantastic combination that gives easy installation and incredible picture quality with a touch of a button."

Mitsubishi's new Diamond Series projector features convenient motorized vertical and horizontal lens shift that makes installation quick and easy. Users simply project a test pattern grid onto their screen and line up the image with the fast track, then fine tune using a step-by-step tracking process.

The HC6800 projector boasts an amazing 30,000:1 contrast ratio that increases depth and detail in dark scenes, and its 1500 ANSI lumens provides all the brightness demanded by dedicated home theater environments.

The HC6800 follows Mitsubishi's Diamond heritage with its high speed automatic iris uses polarization to create one of the highest contrast ratios available in a projector of this caliber. Rich details, deep blacks and great depth and dimension are obvious in dark scenes such as those in classic film noir and action films. This improved iris creates a quick black-to-light image shift that provides dynamic, smooth transitions between light and dark scenes and sharp overall details in dark video images.

The HC6800 Diamond projector complements Mitsubishi's flagship home theater projector, the HC7000, both on display in Booth 2701 at CEDIA 2009 in Atlanta, September 10-13, 2009. The new HD HC6800 is designed for home theater aficionados who want to recreate a professional movie theater experience. The projector's sleek and highly stylized design features a rich matte black cabinet finish. Like Mitsubishi's other home theater projectors, the HC6800 model is one of the quietest projectors on the market, so viewers hear a movie instead of distracting fan noise.

Viewing widescreen 2.35:1 aspect ratio films is easy with this new projector; it boasts Anamorphic Lens Modes 1 and 2 support. In the past, users needed an expensive lens railing or tracking apparatus to install or remove an anamorphic lens, depending on the desired 2.35:1 or 16:9 film aspect ratios. With the HC6800, users simply position an anamorphic lens permanently in front of the projector lens and select the appropriate Anamorphic Mode 1 or Mode 2 either 2.35:1 or 16:9 aspect ratios—for the corresponding movie format. It's an economical, user-friendly design that saves time and effort while providing the ultimate home theater viewing experience.

Two HDMI™ version 1.3 inputs provide easy set-up options for multiple video inputs. The projector's 3 LCD technology delivers amazing color, detail and road-tested reliability. Using a durable, advanced three-panel design, Mitsubishi's HC6800 projector produces rich and vibrant colors with extraordinary details for outstanding picture quality.

“The new HC6800 projector demonstrates our continued commitment to Mitsubishi's top-of-the-line home theater Diamond Series of projectors,” said James Chan, senior director, marketing, Mitsubishi Digital Electronics America's Presentation Products Division. “It adds a new level of product quality and excellence for our home theater channel customers and end-users.”

Pricing, Availability, Limited Warranty

Mitsubishi's HC6800 is competitively priced and will be available this month through authorized Mitsubishi dealers such as Best Buy's Magnolia Home Theaters. Each projector comes with Mitsubishi's two-year limited warranty on parts and labor plus a one-year limited warranty on the lamp.

About Mitsubishi Digital Electronics America Presentation Products Division

Mitsubishi Digital Electronics America's Presentation Products Division markets an extensive line of professional presentation, front-projection high-definition home entertainment, and rear-projection video wall cube display systems and digital signage monitors that are designed with DLP or LCD technology. Mitsubishi Digital Electronics America is known for its high-quality accurate color reproduction technology. Products are sold through authorized distributors, resellers, retailers and system integrators throughout the United States and Mexico. Mitsubishi Digital Electronics America is located at 9351 Jeronimo Road, Irvine, Calif., 92618. For more information, please call 888-307-0312 or visit <http://www.mitsubishi-hometheater.com>

###

DLP is a registered trademark of Texas Instruments. HDMI is a trademark of HDMI Licensing, LLC.