

Mitsubishi Digital Electronics America Continues Projector Excellence Track

XD400U / XD450U ColorView Projectors Offer New Design, Higher Brightness, Longer Lamp Life

IRVINE, Calif. --- June 9, 2004 --- Mitsubishi Digital Electronics America's Presentation Products Division, marketer of high-quality presentation and display products, today introduced its latest generation of high performance cross-functional projectors, the XD400U and XD450U ColorView™ DLP™ projectors. These new products follow in the footprints of Mitsubishi's award-winning XD300U and XD350U projectors, while adding a new chassis design, increased brightness, better video performance and a significant increase in lamp life.

"The XD300 and XD350 were excellent products that our customers loved, and we're really looking forward to a favorable reception of our new, advanced versions with their performance improvements and upgraded features," said James Chan, director, projector product marketing for Mitsubishi Digital Electronics America's Presentation Products Division.

The most obvious difference in the latest versions is their more elegant cabinet styling with a centered lens. This new design provides a symmetrical appearance, appealing to people who seek balance in form. The projector weighs only 6.5 pounds, is easy to move and set up in conference rooms, boardrooms or meeting rooms, and light enough to take anywhere on the road.

The XD400U ColorView shines with 2200 ANSI lumens and the XD450 ColorView blasts out 2600 ANSI lumens, plenty of brightness for even the most demanding office environments. Each projector offers XGA (1024 x 768 pixels) resolution and Mitsubishi's proprietary CineView™ Extended Definition video processing technology for smoother, artifact-free video performance. Both projectors have two sets of RGB inputs and one S-Video and composite video input. Monitor output and variable audio output add to the versatility of both models to support various applications. The XD450U ColorView adds a DVI-D input for connection to signal sources.

Both new projectors boast longer lamp life, which translates into a lower cost of ownership for customers, and makes the XD400 and XD450 extremely economical choices in the long-term. The projectors also run very quietly, at 30 dBA, essentially eliminating any distracting fan noise. The universal learning remote control unit included with each projector is back by popular demand. It is easily programmed to operate two additional video sources, such as a DVD player or VCR, allowing users to switch effortlessly between display sources, and eliminating the need for expensive adjunct control systems typical with other projectors.

"We continually strive to upgrade our products in response to our customers' needs," said Aki Ninomiya, vice president, Mitsubishi Digital Electronics America's Presentation Products Division. "These new XD400U and XD450U ColorView projectors demonstrate our commitment to constant improvement and attentive customer service."

Pricing, Availability, Warranty

Mitsubishi's new XD400U ColorView's market price is expected to be \$3,995; the XD450U ColorView is expected to be \$4,495. Both projectors will be available in September through authorized Mitsubishi dealers. They come with an exclusive, three-year limited warranty on parts and labor plus a 90-day limited warranty on the lamp. Like all Mitsubishi ColorView projectors, both are covered under the Express Replacement Assistance (ERA) Program, a nationwide comprehensive service provided for units under warranty that offers next business-day replacement for down units.

About Mitsubishi Digital Electronics America's Presentation Products Division

Mitsubishi Digital Electronics America, Inc.'s Presentation Products Division markets an extensive line of professional presentation, display and front-projection home entertainment display systems and is known for its award-winning, high-quality, accurate color reproduction technology. Products are sold through authorized distributors, resellers, retailers, dealers, and system integrators throughout the

United States. Mitsubishi Digital Electronics America is located at 9351 Jeronimo Road, Irvine, Ca., 92618. For more information, please call 888-307-0312 or visit www.mitsubishi-presentations.com.

ColorView and CineView are trademarks of Mitsubishi Digital Electronics America, Inc. DLP is a trademark of Texas Instruments.