

New High-Performance, Professional-Level Home Cinema Projector From Mitsubishi Digital Electronics America

HC900U Offers Latest Technology for the Ultimate Home Theater Experience

IRVINE, Calif. --- June 9, 2004 --- Mitsubishi Digital Electronics America's Presentation Products Division, the industry leader in home entertainment technology and innovation, today introduced its latest entry into the home theater market, the Mitsubishi Home Cinema HC900U DLP™ projector. Its high contrast ratio and proprietary gamma control technology provide professional-level features for even the most demanding home theater enthusiast.

"The Mitsubishi brand is synonymous with high quality, cutting-edge technology and superior performance in all of its markets," said Steve Medina, manager of product planning and development for Mitsubishi Digital America's Presentation Products Division. "Our new HC900U advances that reputation in the home theater setting."

Imaging Excellence

With a 2000:1 contrast ratio, the HC900U provides a fine level of detail in black areas of a video image or DVD, which is typically a challenge for front-projection displays. This new projector also features Mitsubishi's proprietary CineView™ video processing technology that offers artifact-free video performance, reduces jagged image edges, and creates smooth displays of action sequences during video playback. Its CineFocus™ technology provides an electronic aperture control that increases black and contrast levels automatically; users may also adjust the settings individually to get the best picture from the projector for any movie viewed.

The HC900U also offers Mitsubishi's CineRich™ Color gamma controls to create rich, dramatic color for each movie shown. Dark action films and light romantic comedies are usually very different in color and lighting; CineRich Color lets users adjust white levels to maximize impact for realistic colors and mood, for a more pleasant viewing experience. The Mitsubishi Home Cinema HC900U weighs about 6.5 pounds, making it compact and light enough for an easy, unobtrusive ceiling mount or be simply stored away in a cabinet, drawer or closet. The learning remote control unit included with the HC900U can be 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 control systems typical with other projectors.

"The home theater market is becoming very exciting," said Aki Ninomiya, vice president, Mitsubishi Digital Electronics America's Presentation Products Division. "We're known for the largest rear-projection televisions, and now we're providing our customers with the grandest displays in a much smaller package."

Pricing, Availability, Warranty

Estimated market price of Mitsubishi's new HC900U projector is \$3,499, and it will be available in Fall 2004 at various retail and home theater specialty stores. It comes with an exclusive, one-year limited warranty on parts and labor plus a 90-day limited warranty on the lamp.

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.

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