

Mitsubishi Electric Visual Solutions Debuts New Projectors That Make 3D Home Theater Viewing Easier and More Affordable

HC8000D and HC7800DW Turn Standard 2D Content into Eye-Popping 3D

IRVINE, Calif., September 6, 2011 — [Mitsubishi Electric Visual Solutions America](#), Inc.

showcases two of its new home theater projectors designed make 3D home theater viewing easier and more affordable: the HC8000D and HC7900DW projectors debut at the [CEDIA](#) Home Theater Show in Indianapolis, September 5-8, 2012 in Booth #1403.

“We’ve heard that there isn’t enough 3D content in the marketplace, and that is definitely an issue,” said Wayne Kozuki, product manager, Mitsubishi Electric Visual Solutions America, Inc. “Our new projectors have an amazing 2D-to-3D conversion feature that actually turns regular 2D films into amazing 3D movies. Even old movies like The Wizard of Oz can become a 3D masterpiece, right in your own home.”

The HC7900DW and HC8000D projectors use one of the industry’s best 2D-to-3D Frame Rate Conversion technologies, resulting in a near-perfect simulation of a true 3D frame of vision. Using Mitsubishi’s own algorithms in calculating and interpolating multiple depth levels in a 2D image, this new, high-speed frame reproduction technology produces detailed, high-definition 3D images with minimum crosstalk or distortion so 3D content appears to literally jump off the screen, even in high-speed action scenes.

The HC8000D supports Mitsubishi’s proprietary 3D glasses (sold separately), but both models are compatible with Universal 3D glasses, making family viewing easy and more affordable. The projectors also allow friends to watch 3D sporting events like football games in a party atmosphere, with attendees bringing their own 3D glasses.

“With the HC8000 and the HC7900, we solved two of the biggest issues with 3D home theater,” added Kozuki. “Now there are practically unlimited 3D movies available, and you can invite your friends over to watch them in 3D without a huge investment.”

Mitsubishi’s HC8000D boasts an impressive 330,000:1 contrast ratio for rich details, even in darkly-lit movies or film noir and 1300 lumens of brightness, making it a great option for gaming. Its extra-long lamp life, up to 5000* hours in low mode, can provide years of movie, television and gaming enjoyment, depending on usage.

The new HC7900DW projector features 150,000:1 contrast ratio, 1500 lumens of brightness and up to 5000* hours of lamp life as well. It comes in a white cabinet, and when installed, can easily match the aesthetics of a white ceiling.

Both projectors use Texas Instruments’ latest DLP® .065-inch DMD chip to create exciting, vibrant 2D and 3D images in full high-definition, 1080P resolution. An ultra-hushed fan in each creates 23 dBa in low mode, so viewers only hear quiet dialogue or soft music during a movie or television show, not an annoying fan hum.

Two of the latest HDMI™ version 1.4 inputs in each projector support 3D signals as well as provide easy set-up options for multiple video inputs. The projectors’ RS232 support offers plug-and-play connectivity for easy integration with third-party remote operations and control in higher-end installations.

The HC8000D will be available through authorized Mitsubishi Electric distributors and dealers and the HC7900DW through dealers and on the Internet, just in time for the year-end holiday gift giving season. Both will be competitively priced.

“Our new slogan is, *Your World, Bigger*, and it’s obvious that Mitsubishi does exactly that by making your content choices bigger and your home theater experience more affordable,” said

James Chan, vice president, marketing, Mitsubishi Electric Visual Solutions America. “We’ve received quite a few Editor’s Choice Awards with previous models; and initial feedback is that these two new ones are even better.”

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 projectors, data wall display systems, LCD digital signage monitors and players, industrial printers, photo kiosks and digital photo printers, large-screen 3D DLP® televisions and the world’s first laser TV, LaserVue®.

For more on Mitsubishi Electric Visual Solutions America, visit <http://www.mevsa.com>.

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*For an explanation of and information on estimated lamp life, visit please http://www.mitsubishi-presentations.com/wp-content/files_mf/lamp_and_lamp_life_document_v09132009.pdf. This estimate does not extend or otherwise modify the warranty for the lamp

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