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FOR IMMEDIATE RELEASE

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Mitsubishi Electric to Launch 7.0-inch WVGA TFT-LCD Module

Achieves market-leading vibration resistance and operating temperature range

TOKYO, December 17, 2014 – [Mitsubishi Electric Corporation](http://www.mitsubishielectric.com) (TOKYO: 6503) announced today the coming launch of a new 7.0-inch WVGA TFT-LCD module for industrial applications such as construction, agricultural vehicles, factory-automation and weaving equipment. The module's 6.8G vibration-resistant acceleration is seven times greater than that of conventional modules, which it combines with -40 to 85 degrees Celsius operating temperature range, 1,500cd/m² super-high brightness and high contrast ratios. Sample sales will begin February 27 through Mitsubishi Electric offices worldwide.



AT070MJ01

Mitsubishi Electric will strengthen its wide lineup of industrial modules with the new TFT-LCD module, which meets increasing market demands for resistance to extreme vibration and temperatures for versatile application and installation.

Product Features

1) High vibration resistance for construction and agricultural applications

- Market-leading 6.8G acceleration vibration resistance, sevenfold higher than conventional (1.0G acceleration) products, suitable for construction and agricultural vehicles.

2) Durability for extreme outdoor environments

- Market-leading operating temperature range, from -40 to 85 degrees Celsius, greater than conventional products offering -30 to 80 degrees Celsius, suitable for use outdoors in the winter and in vehicle interiors in the summer.

3) High brightness and contrast ratio

- High brightness of 1500 cd/m² and high contrast ratio of 800:1 for easy visibility in bright environments.

Sale Schedule

Product	Model	Shipment	Production
7.0-inch WVGA TFT-LCD Module	AT070MJ01	February 27, 2015	2,000 units per month

Specifications

	AT070MJ01
Display size (resolution)	7.0-inch WVGA
Display area (mm)	152.4 (H) × 91.44 (V)
Dots	800 (H) × 480 (V)
Pixel pitch (mm)	0.1905 (H) × 0.1905 (V)
Contrast ratio	800:1
Luminance (cd/m ²)	1,500
View angles (CR>10)(°)	-80 – 80 (H) -80 – 60 (V)
Colors	262k (6bit/color) / 16.77M (8bit/color)
Color gamut (NTSC; %)	50
Backlight unit	LED
Backlight life time (Typ.)(hr)	100,000
Electrical interface	LVDS 6/8bit
Dimensions (mm)	169.8 (W) × 109.7 (H) × 8.9 (D)
Operating temperatures (°C)	-40 – 85
Storage temperatures (°C)	-40 – 85
Vibration (non-operation)(G(acceleration))	6.8

Environmental Awareness

Mercury-free and fully compliant with the Restriction of the Use of Certain Hazardous Substances in Electrical and Electronic Equipment (RoHS)

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About Mitsubishi Electric Corporation

With over 90 years of experience in providing reliable, high-quality products, Mitsubishi Electric Corporation (TOKYO: 6503) is a recognized world leader in the manufacture, marketing and sales of electrical and electronic equipment used in information processing and communications, space development and satellite communications, consumer electronics, industrial technology, energy, transportation and building equipment. Embracing the spirit of its corporate statement, Changes for the Better, and its environmental statement, Eco Changes, Mitsubishi Electric endeavors to be a global, leading green company, enriching society with technology. The company recorded consolidated group sales of 4,054.3 billion yen (US\$ 39.3 billion*) in the fiscal year ended March 31, 2014. For more information visit <http://www.MitsubishiElectric.com>

*At an exchange rate of 103 yen to the US dollar, the rate given by the Tokyo Foreign Exchange Market on March 31, 2014