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**MITSUBISHI ELECTRIC ANNOUNCES SALE OF GLASS BONDING
TYPE COLOR TFT-LCD MODULES FOR INDUSTRIAL USE**

Tokyo, July 9, 2009 – Mitsubishi Electric Corporation (President and CEO: Setsuhiro Shimomura) (TOKYO: 6503) announced today it has developed two new industrial use color TFT-LCD modules with protective glass covering the whole display surface. These modules offer excellent visibility in outdoor applications, due to not only their high luminance but also to their low reflectivity in bright environments, enabling TFT-LCD users to easily develop outdoor-use products. Shipments begin on August 1, 2009.

Summary of Sale

Product	Model	Sample price (Tax not included)	Shipment date	Production per month
12.1-inch XGA TFT-LCD Module	AA121XJ03-G1	120,000 JPY	Aug 1, 2009	3,000 pcs
15.0-inch XGA TFT-LCD Module	AA150XR01-G1	150,000 JPY	Aug 1, 2009	3,000 pcs

Aim of Sale

In recent years, TFT-LCD modules have become widely used in various environments and applications, such as GPS navigation systems for vehicle and marine equipment, as well as outdoor-use information display terminals like POS, ATMs and Kiosks. Manufacturers of these products generally secure the surface of TFT-LCDs with anti-scratch and waterproof protective glass, which increases assembly time and quality concerns. As a solution, there is increasing demand for glass bonded TFT-LCDs – products with protective glass already attached to their surface. There are, however, very few TFT-LCD manufacturers that sell glass bonded products, and Mitsubishi Electric is the only Japanese manufacturer that does so.

Mitsubishi Electric will introduce 12.1-inch and 15-inch glass bonded color TFT-LCD modules, the main sizes for industrial-use TFT-LCDs, in addition to its current lineup.

Product Features

1) New glass bonded models with high luminance and excellent outdoor visibility

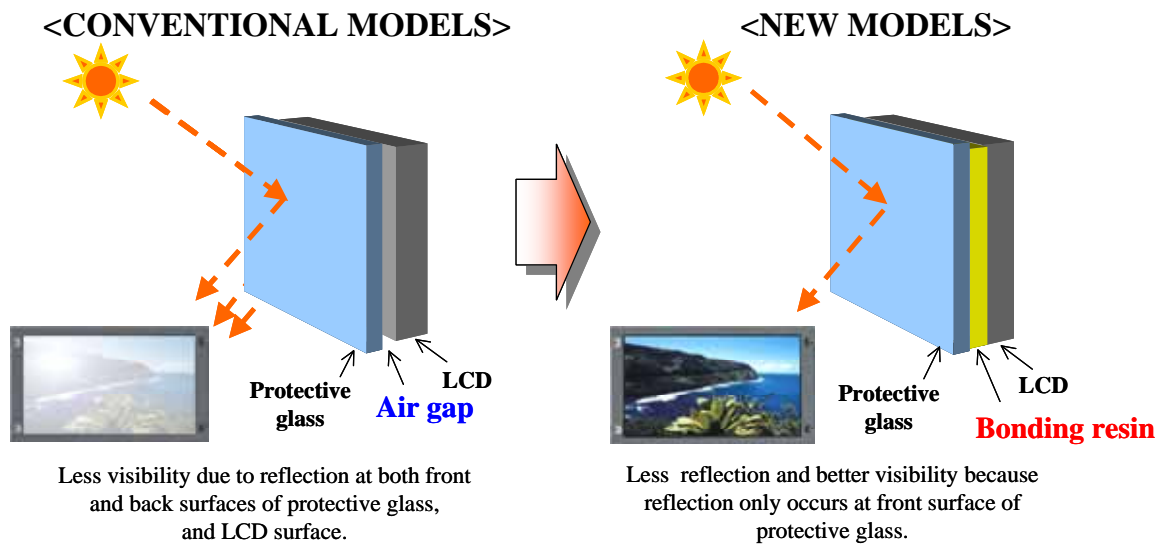
To support industrial application demands, Mitsubishi Electric has newly developed 12.1-inch XGA and 15.0-inch XGA glass bonded models in addition to its current lineup of glass bonded products: 9-inch WVGA, 12.1-inch WXGA and 14.1-inch WXGA. The 12.1-inch XGA model achieves brightness of 900 cd/m² and the 15.0-inch XGA model achieves brightness of 1,500 cd/m², offering excellent visibility in combination with their glass bonded surfaces.

2) Reduces outside light reflectivity by 90% even with protective glass, while eliminating the requirement for assembly at customer production lines, and solving quality concerns

By bonding 3-millimeter thick protective glass onto TFT-LCD module surfaces with resin, outside light reflection has been reduced by 90 percent¹ compared to products combined with regular protective glass. This improvement helps achieve excellent visibility in outdoor environments, due to low reflectivity in bright environments.

In addition, the protective glass is bonded onto the TFT-LCD modules within Mitsubishi Electric's quality-managed factory. The high-quality glass bonded modules help customers simplify their assembly process and avoid quality concerns such as particle, dirt and other contaminants getting on the LCD during reassembly at customer production lines.

1: Measurement done within conditions set by Mitsubishi Electric in an environment with outside light.



Item	Specifications	
Part Number	AA121XJ03-G1	AA150XR01-G1
Display size/Resolution	12.1-inch XGA	15.0-inch XGA
Display Area (mm)	245.76 (H) × 184.32 (V)	304.1 (H) × 228.1 (V)
Number of Dots	1024 × 768	1024 × 768
Pixel Pitch (mm)	0.240 (H) × 0.240 (V)	0.297 (H) × 0.297 (V)
Contrast Ratio	450	650
Luminance (cd/m ²)	900	1500
Viewing Angle (CR>10)(°)	-85~85 (H) -70~80 (V)	-75~75 (H) -60~50 (V)
Optimum Viewing Angle (Contrast ratio)	6 o'clock	6 o'clock
Number of Colors	262K (6bit/color) 16.77M (8bit/color)	262K (6bit/color) 16.77M (8bit/color)
Backlight Unit	CCFL ²	CCFL ²
Electrical Interface	LVDS 6/8bit	LVDS 6/8bit
Module Size (mm)	280.0 (W) × 219.0 (H) × 21.1 (D)	326 (W) × 267 (H) × 23.8 (D)
Operation Temperature	-20~+70	-20~+70
Storage Temperature	-20~+80	-20~+80

2: Cold cathode fluorescent lamp

About Mitsubishi Electric

With over 80 years of experience in providing reliable, high-quality products to both corporate clients and general consumers all over the world, 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. The company recorded consolidated group sales of 3,665.1 billion yen (US\$ 37.4 billion*) in the fiscal year ended March 31, 2009. For more information visit <http://global.mitsubishielectric.com>

*At an exchange rate of 98 yen to the US dollar, the rate given by the Tokyo Foreign Exchange Market on March 31, 2009.

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