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**MITSUBISHI ELECTRIC ANNOUNCES SALE OF 15.0-INCH COLOR
TFT-LCD MODULES FOR INDUSTRIAL USE**

Tokyo, August 5, 2009 – Mitsubishi Electric Corporation (President and CEO: Setsuhiro Shimomura) (TOKYO: 6503) announced today it has developed two 15.0-inch XGA color thin film transistor liquid crystal display (TFT-LCD) modules for industrial use. The two module types have differing luminance, but share a 170-degree super wide vertical and horizontal viewing angle and a white light emitting diode (LED) backlight. Shipment will start on October 1, 2009.

Summary of Sale

Product	Model	Luminance (cd/m ²)	Price of sample (Tax not included)	Shipment date	Production per month
15.0-inch XGA TFT-LCD Module	AA150XS01	350	80,000 JPY	October 1, 2009	3,000 pcs
	AA150XS11	1100	100,000 JPY		2,000 pcs

Aim of Sale

Industrial-use TFT-LCD modules have come to be widely used in a variety of applications including cash registers in convenience stores, control terminals in factories, measurement instruments and other uses. Depending on the application or environment, the TFT-LCDs may be installed vertically or horizontally, requiring better visibility and viewing angles. While Mitsubishi Electric's product line-up consists of models with wide viewing angles of up to 160 degrees horizontally and 140 degrees vertically, some types of applications require even wider viewing angles.

Mitsubishi Electric has developed two 15-inch TFT-LCD models with a viewing angle of 170 degrees both vertically and horizontally, with a white LED backlight. The white LED backlight does not contain mercury, offers high brightness and long life performance and is also inverter-less, which, together, helps reduce customer costs.

Product Features

1) Industry top-level wide viewing angle

By optimizing optical and panel designs, Mitsubishi Electric has achieved a 170-degree viewing angle both horizontally and vertically, which is among the widest in the industry. This allows TFT-LCDs to be incorporated into products in various directions while providing even better visibility from horizontal and vertical viewing directions.

2) High brightness, long-life performance, inverter-less LED backlight reduces customer costs

Of the two models, the AA150XS01 is for indoor use with a luminance of 350 cd/m², while the AA150XS11 is for outdoor use with a luminance of 1,100 cd/m². The white LED backlight provides

long-life performance to a minimum of 60,000 hours, and requires no high voltage inverters. Consequently, this product helps reduce customer costs.

3) **Wide operating temperature range and compatible with current models for easy replacement**

Mitsubishi Electric has realized an industry-leading, wide operation temperature range of -20 to 70 degrees C, while keeping vertical and horizontal mechanical designs and interface connector locations the same as previous models that use cold cathode fluorescent lamps (CCFL), enabling easy replacement. Also, the natural color matrix technology, Mitsubishi Electric's original color conversion technology to provide natural and realistic images by adjusting lost colors from LCD characteristics, has been built in to provide clear and vivid color display.

Specifications

	Specification	
Model	AA150XS01	AA150XS11
Display Size/Resolution	15.0-inch XGA	
Display Area(mm)	304.1(H) × 228.1(V)	
Number of Dots	1024(H) × 768(V)	
Pixel Pitch(mm)	0.297(H) × 0.297(V)	
Contrast Ratio	1000:1	
Luminance(cd/m ²)	350	1,100
Viewing Angle (CR>10)(°)	-85 ~ +85(H) -85 ~ +85(V)	
Number of Colors	262K(6bit/color) 16.77M(8bit/color)	
Backlight Unit	LED	
Backlight Life (h)	60,000(minimum)	
Interface	LVDS 6/8bit	
Module Size(mm)	326.0(W) × 255.0(H) × 16.6(D)	
Operation Temperature(°C)	-20 ~ +70	
Storage Temperature(°C)	-20 ~ +80	

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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