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Customer Inquiries

Large-scale Visual Information Systems
Mitsubishi Electric Corporation

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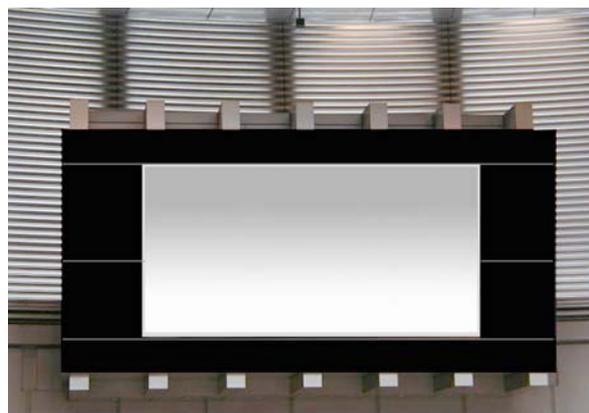
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Mitsubishi Electric Completes Installation of Diamond Vision Screen at JR Kokura Station JAM Square

4.2 x 2.3 m screen to provide business and leisure video content

Tokyo, April 28, 2010 – [Mitsubishi Electric Corporation](http://www.mitsubishielectric.com) (TOKYO: 6503) announced today it has completed the installation of a Diamond Vision large-scale display system at JAM Square, located within JR Kokura Station in Kitakyushu, Japan. The new screen will be officially unveiled on May 7, 2010.

The 4.2 m wide and 2.3 m tall screen incorporates the latest digital screen controllers and high luminance light-emitting diodes (LEDs) aligned in a 6 mm pixel pitch. JAM Square is a popular venue used as a rendezvous spot and for a variety of events, and attracts 150,000 visitors per day.



Diamond Vision large-scale display system at JAM Square, JR Kokura Station

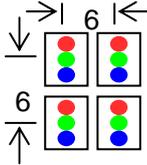
The Diamond Vision screen, which is similar to Mitsubishi Electric Diamond Vision screens found in many baseball and football stadiums, and other mass audience venues, will display local tourist information as well as business and event advertisements to help bolster the local economy.

Mitsubishi Electric has recently installed numerous other Diamond Vision displays worldwide, including:

- A 600-inch display at Kumamoto's KKWING in March 2010
- A 700-inch display at Toda Kyotei (boat racing) in March 2010
- A 1,036-inch display at Kleenex Stadium Miyagi (baseball) in March 2010
- A 659-inch display at the Hakodate Racecourse paddock area in February 2010
- A 4,255-inch display at Dubai's Meydan Racecourse in January 2010
- Two 2,086-inch displays and two 695-inch displays at Cowboys Stadium in September 2009

Mitsubishi Electric aims to further expand its business in large scale displays for public facilities.

Specifications

Screen name	JAM Vision
Product name	Diamond Vision LED
Screen size	4.224 m (w) x 2.304 m (h), 9.73 m ² 189-inch
Light emitting element	High luminance LED element (Red, Blue and Green)
Picture element structure	Pixel pitch (mm) 
Picture element count	270,336 elements; 704 (w) x 384 (h)
Brightness (brightness adjustment)	2,000 cd/m ² (64 levels)
Picture element density	27,777 elements/m ²
Display levels	4,096 levels for each color (12-bit)
Viewing angle	Horizontal: ±80 degrees; Vertical: ±80 degrees

About Mitsubishi Electric

With over 85 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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