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MITSUBISHI ELECTRIC ANNOUNCES INDUSTRY'S FIRST 4 MEGA PIXEL CCD CAMERA MODULE WITH AUTO-FOCUS

TOKYO, October 19, 2004 - Mitsubishi Electric Corporation (President & CEO: Tamotsu Nomakuchi) announces the industry's first[1] 4-mega-pixel CCD auto-focus camera module for cellular phone use. Shipment of samples will start in early November.

[1]as of October 1, 2004

Sale Outline

Product Name	Model Name	Price of Sample	Start of Sample Shipment	Start of Mass production	Production Capacity
4 mega pixel auto-focus CCD Camera module	CM051	21,000 yen (including tax)	Early November, 2004	March, 2005	700,000 pcs./ month

The market of cellular phones with cameras has been expanding domestically as well as overseas along with increasingly pixilated cameras. In response to this as well as a trend towards greater number of functions in cellular phones, Mitsubishi Electric fully utilized the module technology and know how gained from our module development to date to achieve the industry's first 4 mega-pixel CCD camera module with auto focus.

Main features of new product

1. Realization of first 4 mega pixel module in a cellular phone

Small 4 mega-pixel CCD camera module developed by full use of an advanced optical design and mounting technology.

2. Realization of high sensitivity and high definition using Super CCD

This module can fully respond to photography in low lighting and dark places by utilizing Super CCD.

3. Equipped with AF (Auto focus) function for precise photography

With AF function, photography of any type of photographic subject is possible; from close up human subjects to scenery.

4. Customizable FPC[2] and connector

The FPC and connector are customizable to the needs of the customer.

[2]Flexible Printed Circuit

5. Corresponds to the frame rate of 30 fps (max) in VGA[3] size

Can respond to 30 fps (max) frame rate in VGA size picture output, making television quality animation possible

[3]Video Graphics Array

Main Specifications

Items		Specifications
1	The Image sensor	CCD image sensor (image sensor)
2	Number of effective pixels	1152x864x2 (pixels)
3	Output image size	2304x1728 (max.)
4	Output format	Y:Cb:Cr=4:2:2
5	Frame rate	30 Fps (Max.) (VGA,CIF,QVGA,QQVGA) 7.5 Fps (Max.) (4M,UXGA, SXGA)
6	Master clock (EXCK input)	4 - 37MHz[4]
7	Power consumption	580 mW (Standard /Typ.)[4]
8	Weight	3.0g(standard /Typ.) [4]
9	Main functions	Automatic exposure adjustment (Auto Exposure) Automatic white balance adjustment (Auto White Balance) Output picture size adjustment (Output image size adjustment) Color interpolation, level correction (Color/contour adjustment) Color difference matrix conversion (Color difference matrix transformation) The degree of picture clearness (Image sharpness adjustment) Defective pixel compensation (Pixel Correction) Auto focus JPEG compression

[4]Targeted values, subject to change

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 (TSE: 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 3,309 billion yen (US$31.2 billion*) in the fiscal year ended March 31, 2004. For more information visit http://global.mitsubishielectric.com

*At an exchange rate of 106 yen to the US dollar, the rate given by the Tokyo Foreign Exchange Market on March 31, 2004.

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