



MITSUBISHI ELECTRIC VISUAL SOLUTIONS AMERICA, INC.
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News Release

Mitsubishi Electric Corporation Launches Mitsubishi Electric Visual Solutions America

New company will focus on large-screen visual systems

IRVINE, Calif. — May 24, 2011 — Mitsubishi Electric Corporation has established Mitsubishi Electric Visual Solutions America, Inc., effective June 1, 2011.

Headquartered in Irvine, Calif., Mitsubishi Electric Visual Solutions America will sell a line of professional visual systems products including 3D and 2D home theater front projectors, data wall display systems, projectors, LCD digital signage monitors, and professional industrial and photo printers. The new company will also manufacture and sell large-screen 3D DLP® Home Cinema televisions and large-screen 3D LaserVue® televisions in sizes 73 inches and above for the consumer marketplace. Mitsubishi Electric has withdrawn from the 65-inch and smaller categories of consumer television products in North America.

Mitsubishi Electric Visual Solutions America is acquiring certain manufacturing, sales and marketing activities of Mitsubishi Digital Electronics America, Inc. The new company plans to expand sales within North America with a business strategy that specializes in a wide range of large-screen visual solution products.

“The demand for information display equipment continues to grow beyond just pictures and images,” said Mr. Yasushi Moriyama, president/CEO of Mitsubishi Electric Visual Solutions America. “There is a significant benefit in being able to present more information on a large display of any kind. We are very excited about using our experience to create a large-screen visual solutions company. This is a great opportunity to strengthen our commitment to the brand, our high-quality products and strong customer service, pre-and-post sales.”

Mitsubishi Electric Visual Solutions America's manufacturing facility in Mexicali, Mexico will continue to manufacture DLP® and laser-based televisions. The new company's customer service group will provide support and service to new and existing customers.

About Mitsubishi Electric Visual Solutions America, Inc.

Headquartered in Irvine, Calif., Mitsubishi Electric Visual Solutions America, Inc. is a US subsidiary of Mitsubishi Electric Corporation of Tokyo. Mitsubishi Electric Visual Solutions America manufactures and markets a complete line of display products including projectors, data wall display systems, LCD digital signage monitors and players, large-screen 3D DLP® televisions and the world's first laser TV: LaserVue®. Other products include industrial printers, photo kiosks and digital photo printers.

For additional information about Mitsubishi Electric Visual Solutions America, visit www.MEVSA.com.

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LaserVue is a registered trademark of Mitsubishi Digital Electronics America, Inc. DLP is a trademark of Texas Instruments.

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