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## **Mitsubishi Electric to Unveil World's Largest High Definition Video Display**

*Diamond Vision<sup>®</sup> by Mitsubishi Electric to unveil a record-breaking 77.69' x 329.65' display, using revolutionary Real Black<sup>™</sup> LED technology*

**TOKYO, November 18, 2014** – [Mitsubishi Electric Corporation](#) (TOKYO: 6503) announced today that it will unveil a Diamond Vision display at 1535 Broadway in New York City's iconic Times Square that exceeds 4k ultra-high-definition pixel density. The screen is a massive 25,610-square feet, and with a pixel density of 2,368 x 10,048, it will be the highest resolution LED video display in the world. The installation will employ a Mitsubishi Electric Diamond Vision AVL-ODT10 large-scale display, which provides true 10mm pixel pitch spacing and uses a 3-in-1 surface mount LED (SMD) featuring Mitsubishi Electric's revolutionary Real Black LED technology.

“With 23,793,664 individual physical pixels, a video quality display of this size and density is a milestone in the industry. It exceeds 4k resolution by nearly 15 million pixels,” says Todd Stih, national sales manager, Mitsubishi Electric Power Products, Inc.

Due to the very high resolution and pixel density of the display, Mitsubishi Electric supplied a special control system to provide pixel-to-pixel mapping of content and life-like images. The image area of the screen can be segmented to display multiple pixel-for-pixel 1080 HD or 4k images simultaneously. The display canvas allows for two 4k images to be displayed side by side, with pixels remaining in the height and width for other content.

The use of the Real Black LED technology allows for deep, rich black levels and unsurpassed vertical viewing angles in an outdoor LED display product. The characteristics of Real Black LED technology will ensure that Times Square crowds have a clear view of the screen up close and in bright sunlight conditions.

“We have worked on a number of record-breaking projects, but working with this type of pixel density and installing it in a 24/7 live environment presented unique challenges. However, we delivered the display modules earlier than scheduled due in part to great cooperation and teamwork with the project team at Vornado Realty Trust, our customer,” says Mike Brosko, operations manager, Mitsubishi Electric Power Products, Inc.

Mitsubishi Electric has significant experience with traditional lamp-based RGB LED display products as well as 3-in-1 SMD technology. Based on this experience, the Real Black LED technology was developed and introduced to overcome the shortfalls of these traditional technologies and marks what Mitsubishi Electric believes is the most significant advancement in large-scale outdoor LED technology since the conversion from CRT to LED in the 90’s. The technology features black LEDs that provide a continuous black face to the display not previously possible with red, green and blue (RGB) lamp LED products or traditional SMD products which utilize white-faced LEDs. “The Real Black LED technology revolution is just beginning with fifteen other displays using Real Black LED technology coming on line in North America over the next few months,” says Stih.



Rendition of Diamond Vision screen at Marriott Marquis Hotel

*Diamond Vision is a registered trademark of Mitsubishi Electric Corporation.*

*Real Black is a trademark of Mitsubishi Electric Power Products, Inc.*

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**About Mitsubishi Electric Power Products, Inc.**

Headquartered in Warrendale, Penn., Mitsubishi Electric Power Products, Inc. is a US affiliate of Mitsubishi Electric Corporation of Japan, and serves the North American power systems, rail transportation and water treatment industries with electrical and electronic products, systems and services. Products include gas circuit breakers, vacuum circuit breakers, power transformers, gas insulated sub-stations, power electronics and electricity transmission technologies, generator services, ozone water treatment systems, uninterruptible power supplies and rail transportations equipment. Information on Mitsubishi Electric Power Products’ complete line of products and services can be found at [www.MEPPI.com](http://www.MEPPI.com). Mitsubishi Electric Power Products’ Diamond Vision division markets large-scale video displays for stadiums and arenas. To learn more, visit [www.Diamond-Vision.com](http://www.Diamond-Vision.com)

### **About Mitsubishi Electric Corporation**

With over 90 years of experience in providing reliable, high-quality products, 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. Embracing the spirit of its corporate statement, Changes for the Better, and its environmental statement, Eco Changes, Mitsubishi Electric endeavors to be a global, leading green company, enriching society with technology. The company recorded consolidated group sales of 4,054.3 billion yen (US\$ 39.3 billion\*) in the fiscal year ended March 31, 2014. For more information visit <http://www.MitsubishiElectric.com>

\*At an exchange rate of 103 yen to the US dollar, the rate given by the Tokyo Foreign Exchange Market on March 31, 2014