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Mitsubishi Electric to Install Diamond Vision Screen at SOGO Hong Kong

Will become Hong Kong's largest and highest-resolution Full HD LED screen

TOKYO, February 7, 2017 – [Mitsubishi Electric Corporation](http://www.MitsubishiElectric.com) (TOKYO: 6503) announced today that it has received an order from SOGO Hong Kong Co. Ltd. to install a large Diamond Vision™ screen on the outer facade of SOGO Department Store in Causeway Bay, Hong Kong. Mitsubishi Electric expects this to become Hong Kong's largest and highest-resolution Full HD LED screen, measuring over 19 meters by nearly 72 meters (equivalent to more than five tennis courts), and capable of displaying six vertical images in Full HD (W 1,080 pixels x H 1,920 pixels). Installation will commence in the middle of February and commissioning is scheduled on Chinese National Day, October 1.



Rendition of Diamond Vision screen at SOGO Hong Kong

Mitsubishi Electric's Diamond Vision was selected to replace the store's static mega-billboard because it offers a winning combination of high contrast and wide horizontal and vertical visibility. It will boast 50-percent higher contrast than the company's conventional screens, and it will be easily viewed from side angles or close up in the sunshine, achieving an 80-degree downward viewing angle compared to the standard 45 degrees.

The Diamond Vision screen will incorporate Mitsubishi Electric’s proprietary LED chips with black outer packages, which decrease brightness when off and increase contrast when on. In addition, short eave-like louvers will minimize contrast degradation when sunlight strikes the screen.

SOGO Hong Kong, the city’s largest department store owned by Lifestyle International Holdings Limited, has been an important retail landmark in Hong Kong since 1985. Mr. Shinji Sawada, the Store Manager of SOGO Hong Kong, emphasized: “The commissioning of this LED screen will play a critical role in solidifying the position of not just our department store, but more importantly, Causeway Bay as the preeminent shopping and entertainment destination of Hong Kong. Mitsubishi Electric is synonymous with pioneering technology as well as unparalleled workmanship and professionalism. Mitsubishi Electric’s Diamond Vision displays are widely recognized as some of the best in world. We are confident that the product’s quality will perfectly match the significance of our location as the screen will face one of the busiest intersections in the world.”

Mitsubishi Electric has installed Diamond Vision screens in more than 950 locations worldwide, including Tokyo Dome, 1535 Broadway at Times Square, New York and NRG Stadium in Houston.

Product Specifications

Product	Diamond Vision™
Size	71.68m (w) x 19.2m (h) ; approx. 1,376.3m ²
Light Emitting Element	Full color LED (black packaged LEDs)
Pixel Configuration	10.0mm pitch; SMD 3in1 type
Pixels	13,762,560px ; 7,168 (w) x 1,920 (h)
Brightness (adjustment)	6,000cd/m ² (64-steps)
Pixel Density	10,000px/m ²
Processing (grayscale)	65,536 steps/color (16-bit)
Viewing Angle	±80° horizontal by +68° to –80° vertical (compared to standard +26° to –45°)

Major Diamond Vision installations for billboards

Site	Location	Screen Size (w) x (h)	Pixel Pitch	Installed
ALTA VISION	Shinjuku, Tokyo	12.81m x 7.2m ; 95.25m ²	6mm	2014
1535 Broadway	Times Square, New York City	100.48m x 23.68m ; 2,379.36m ²	10mm	2014
Thomson Reuters	Times Square, New York City	8.32m x 14.08m (and others) ; incl. 10 screens: 714.5m ²	10mm	2011
Lincoln Center	Upper West Side, New York City	1.28m x 1.92m (and others) ; incl. 13 screens: 31.9m ²	10mm	2010

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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 4,394.3 billion yen (US\$ 38.8 billion*) in the fiscal year ended March 31, 2016. For more information visit:

www.MitsubishiElectric.com

*At an exchange rate of 113 yen to the US dollar, the rate given by the Tokyo Foreign Exchange Market on March 31, 2016