

Mitsubishi Electric Introduces LaserVue Projectors that Let You Wave “Goodbye” to Lamp Replacements

Orlando, Fla., January 29, 2013 — Mitsubishi Electric’s new LaserVue® family of lamp-free, environmentally-conscious portable projectors create brilliant images with accurate colors using a technologically advanced light engine unlike any other hybrid projector on the market today. Eco-conscious teachers and presenters will see Mitsubishi’s first new hybrid projector at FETC (Florida Education Technology Conference) at the Orlando Convention Center this week in Booth #1113.

As a leading supplier of the world’s laser light engines for display devices, Mitsubishi draws on its expertise to design and build this new line of lamp-free projectors. To produce the red-green-blue lighting elements required to form all display colors, Mitsubishi LaserVue projectors use one pure red LED and up to 34 pure blue laser diodes of varying strengths and wavelengths, and a solid-colored phosphor wheel that emits green light.

Unlike other light engine designs in the market today, some of the blue laser diodes are diverted to excite phosphors on this single-segment wheel. This creates a clean, clear green, eliminating color breaking or rainbow effects that are sometimes observed in similar projectors. Those that use dual or multi-segment color phosphor wheels often attempt to boost brightness at the expense of color accuracy. Mitsubishi’s new design creates bright, truer blues and purer greens—rich and accurate colors—using a single-segment wheel.

Mitsubishi’s new line of LaserVue projectors consists of three portable models: the NW31U-EST WXGA (1280 x 800 resolution) extreme short throw model will be the first to become available in April, followed shortly by two standard throw models: the NW30U WXGA (1280 x 800 resolution) and the NF32U full high-definition, 1080p resolution projector. They burst with 2500 lumens, 3000 lumens and 3000 lumens respectively. Each of these new LaserVue projectors have a light source estimated to last up to 20,000 hours of performance in standard mode, so teachers and presenters can expect many hours of use with no worries about changing lamps.

With this lamp-free design, schools districts, universities and even businesses can expect to save time and money over the life of the projector. And in a continued nod to cost savings, a high-power 10-watt speaker with variable audio output, and an built-in audio pass thru means that even when the projector is in stand-by mode, the speaker can still be used. This eliminates the cost and necessity of external amplifiers and speakers.

These Mitsubishi LaserVue projectors also give presenters access to their content in new and different ways—from mobile devices, the cloud, the internet, a networked server and a traditional computer source. With its built-in “thin client” technology, the Mitsubishi LaserVue projectors don’t even need a computer. When connected to a networked server, they become dynamic display devices where users can simply log onto their network directly from the projector, gain access to content from the server and begin displaying it in seconds. Users can opt to skip the traditional steps of physically connecting their computer to the projector or manage any necessary projection function keys.

“Our LaserVue projectors lead the trend in using new technologies,” said Wayne Kozuki, product manager, Mitsubishi Electric Visual Solutions America, Inc. “With a lamp-free design and direct access to the cloud, we hope to change the way people present in the classroom and the boardroom.”

By using free SidePad and WiFi-Doc applications, these LaserVue projectors also support BYOD (Bring Your Own Display) initiatives with flexibility: teachers and presenters can use a mobile device such as a tablet or a smart phone to access, mirror and control a computer that is connected to the projector and the same Wi-Fi network, and present Powerpoint®, Excel®, Word®, TXT, PPD and JPG files from their iOS or Android devices directly through the projector. For the first time, presenters are untethered from their computers and can control and present from any location within the classroom or meeting space. Both the SidePad and Wifi-Doc apps are free downloads via the Apple® App store or Google Play™.

Long committed to social responsibility and conserving natural resources, Mitsubishi Electric has improved the design and production of its new projectors with the environment in mind, and can help buildings gain LEED certification:

- Mitsubishi uses **lead-free solder** on all printed circuit boards.

- New models are designed with **high-efficiency standby modes** that are designed to use less than one watt of power.
- Full-volume user manuals have been eliminated from production and information has been converted into CD or web downloadable format for easy storage and **less material consumption**.
- Mitsubishi Electric projector cabinets are not painted, and **no conductive coating** is used.

“There’s a new world in the classroom and boardroom, and Mitsubishi is here to display it, brilliantly, accurately, and cost-effectively,” said James Chan, vice president of marketing, Mitsubishi Electric Visual Display Solutions.

The NW31U-EST and NW30U are targeted for availability in April and the NF32U is targeted for availability in June. Pricing and warranty information will be released at that time. Like all Mitsubishi Electric data projectors, they are covered by the Express Replacement Assistance (ERA) Program, a comprehensive nationwide service that offers next business-day replacement* for units that are under warranty. Terms and conditions apply.

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, Japan. Mitsubishi Electric Visual Solutions America manufactures and markets projectors, data wall display systems, LCD digital signage monitors and players, industrial printers, photo kiosks and digital photo printers.

For more on Mitsubishi Electric Visual Solutions America, visit <http://www.mevsa.com>. Connect with Mitsubishi on Facebook (<http://www.facebook.com/MitsubishiDisplays>) and Twitter (<http://twitter.com/MitsuDisplays>)

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