

Digital Signage in a Box—A Turn-Key Bundle from Mitsubishi Electric and Shuttle Computer Group

IRVINE, Calif., May 22, 2013 — You don't need to be a graphic designer or IT expert to make effective and attractive digital signage. Mitsubishi Electric Visual Solutions America, Inc. and Shuttle Computer Group, Inc. have created a new turn-key hardware, software and content system bundle that features everything you need to create compelling digital signage. No other display or media player company has offered such a combination of free professionally-designed graphics with a digital-signage-in-a-box hardware solution.

The bundle features one or two 42-inch or 46-inch commercial-grade Mitsubishi Electric LCD flat panel display(s), Shuttle digital media player(s) and all necessary cables. It also includes 90 days of free content management software and service.

“Our new partnership with Shuttle makes it really easy for people to migrate into digital signage, allowing them to quickly and easily install, connect and start using their signs right away,” said James Chan, vice president of marketing, Mitsubishi Electric Visual Solutions America, Inc. “They can create a visual feast for menus, advertising and other messaging and/or content in a virtual plug-and-play scenario.”

Many people feel they need technical proficiency in computers and artistic expertise for graphic design to create and use digital signage effectively. With 90 days' free content management software and service, users can employ templates to quickly and easily create and display their content. And Shuttle offers on-line and or telephone support Monday through Friday, 9:00 a.m. to 6:00 p.m. Pacific Time.

“Our customers don't need to be the experts — that's why we're here,” said Marty Lash, director, sales and marketing, Shuttle Computer Group, Inc. “With Mitsubishi Electric's and Shuttle's combined reputation for quality and excellence, we offer the best monitors, media players and design expertise to create a turn-key solution.”

The turn-key bundles (Mitsubishi Electric part numbers L422-STXS35, L422-2-STDS61, L462-STXS35, L462-2-STDS61) come with either one or two 42-inch (LDT422V) or 46-inch Mitsubishi Electric monitors (LDT462V) that can be set up in portrait or landscape formats. A networkable Shuttle media player (XS35V2-MITS or DS61V1.1-MITS) and associated cables are also included. The monitors offer a wide range of connectivity options, such as HDMI™ and DVI-D for clear, crisp video and audio transmission over a single cable.

The 90-day free service begins with activation of the digital signage player(s). At the end of the free service period, users have three options:

- Continue subscribing to an annual service contract for as low as \$49.95 a month;
- Discontinue the service and keep running the latest existing signage content; or
- Remove the software, erasing all existing content and restoring the player to a standard PC, and then use other PC-based digital signage software, if desired.

“During your first 90 days, you can try new designs, update and upload new content, as well as experiment with digital signage to find out what works best, all with free content management service. No other bundle brings you this kind of flexibility,” added Lash.

The bundles are targeted for availability in June. The hardware devices (monitors and players) come with Mitsubishi Electric’s and Shuttle’s standard three-year limited warranty on parts and labor. Terms and conditions apply.

About Shuttle Computer Group

Established in 1990, Shuttle Computer Group Inc. is the Los-Angeles-based American arm of the world renowned Shuttle Inc. Headquartered in Taiwan with an extensive worldwide network of subsidiaries, resellers, partners, and suppliers, Shuttle Inc. is recognized as a premier manufacturer of digital signage players, motherboards and barebones systems. Shuttle Inc. has received numerous awards and accolades from independent media and analysts, affirming the superior quality of Shuttle products and services.

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>.

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