



## PGA TOUR Improves Fan Experience with Mitsubishi Electric Diamond Vision® 10mm Pitch Scoreboards

*State-of-the-Art Real Black™ LED Boards Will be Unveiled at THE PLAYERS*

PONTE VEDRA BEACH, Fla. (May 9, 2016) – The PGA TOUR announced today the purchase of 22 Diamond Vision® scoreboards that feature Real Black™ LED technology and a 10mm pixel pitch from Mitsubishi Electric Corporation.

The new 10mm scoreboards, which replace the 16mm pitch lamp-based LED boards will be rolled out at THE PLAYERS Championship at TPC Sawgrass on May 10-15, 2016. The boards feature Real Black LED technology, which was introduced to the market by Mitsubishi Electric in 2014 and provides for the ultimate in black level and contrast in an LED display.

“Thanks to Mitsubishi Electric, we've made a significant upgrade to our on-course scoreboards,” said Steve Evans, PGA TOUR senior vice president, information services. “The Diamond Vision scoreboards give us tremendous improvement in contrast and almost three times the pixels in the same physical space, allowing us to display more dynamic and rich content to our players and fans.”

The use of the Real Black LED technology provides deep, rich black levels and excellent viewing angles in an outdoor LED display product. The characteristics of Real Black LED technology will ensure that PGA TOUR spectators have a clear view of the screen up close and in bright sunlight conditions.

“We've built a strong relationship with the PGA TOUR around our high-end, professional Diamond Vision scoreboards, which debuted on TOUR in 2007,” said Kiyoshi Furukawa, president and CEO, Mitsubishi Electric US Holdings, Inc. “We are pleased to see the boards on PGA TOUR Champions as well. We look forward to many more years of effective collaboration with the PGA TOUR and PGA TOUR Champions through our two title sponsorships and our official marketing partnership.”

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. This project 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 1990'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 that utilize white-faced LEDs.

Following THE PLAYERS, the boards will be divided into two traveling sets of 11 that will leapfrog between PGA TOUR tournaments.

### **About Diamond Vision® Displays**

Mitsubishi Electric Corporation pioneered the development of large-scale video screens starting with the first Diamond Vision board at the 1980 MLB All Star Game in Los Angeles. Record-setting installations include the largest outdoor video display in Times Square; traffic-stopping marques at Bally's and Caesars Palace in Las Vegas; the largest indoor HD screen in North America, the 34- x 110-foot screen at the Colosseum at Caesars Palace; and one of the world's largest 1080p, HD video displays at Cowboys Stadium. Diamond Vision screens score more than 70 PGA TOUR and PGA TOUR Champions events each year as the Official Large Outdoor Video Display Provider of the PGA TOUR.

Headquartered in Warrendale, Pa., Diamond Vision Systems is a division of Mitsubishi Electric Power Products, Inc. More information about Diamond Vision is available at [www.Diamond-Vision.com](http://www.Diamond-Vision.com) or by calling 724-778-3185.

Diamond Vision is a registered trademark of Mitsubishi Electric Corporation, a recognized leader in the research, engineering, manufacturing and marketing of electrical and electronic equipment.

In addition to large-scale video screens, Mitsubishi Electric US group companies' principal businesses include factory automation products, automotive electrical components, elevators and escalators, heating and cooling products, photovoltaic modules, and electric utility products. Mitsubishi Electric group companies have roughly 50 locations throughout North America with approximately 3,500 employees.

### **About PGA TOUR**

The PGA TOUR is the world's premier membership organization for touring professional golfers, co-sanctioning more than 130 tournaments on the PGA TOUR, PGA TOUR Champions, Web.com Tour, PGA TOUR Latinoamérica, Mackenzie Tour-PGA TOUR Canada and PGA TOUR China.

The PGA TOUR's mission is to entertain and inspire its fans, deliver substantial value to its partners, create outlets for volunteers to give back, generate significant charitable and economic impact in the communities in which it plays, and provide financial opportunities for TOUR players.

Worldwide, PGA TOUR tournaments are broadcast to more than 1 billion households in 227 countries and territories in 30 languages. Virtually all tournaments are organized as non-profit organizations in order to maximize charitable giving. In 2015, tournaments across all Tours generated a record \$160 million for local and national charitable organizations, bringing the all-time total to \$2.3 billion.

The PGA TOUR's web site is PGATOUR.COM, the No. 1 site in golf, and the organization is headquartered in Ponte Vedra Beach, FL.

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