# Press Release

**Seventy** Series: **LED**

MITS785-Seventy-Series-LED

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## Mitsubishi Electric adds LED option to display cube range

**Mitsubishi Electric will reveal the long-awaited LED option for its Seventy Series range of cube displays at ISE 2010. LED light sources offer significant advantages in many applications, enabling displays to be more efficient, easier to maintain and more environmentally friendly. The new LED cube engine is fully compatible with the existing Seventy Series cube chassis and hardware, offering users an easy upgrade path from conventional to solid-state lighting.**

Mitsubishi has long-recognised the potential benefits of LED lighting for its cube products. Unlike conventional mercury lamps, solid-state light sources do not need a rotating colour wheel; their wider gamut delivers richer colours and produces a more uniform screen brightness. They also create far less long-term environmental impact, and the elimination of consumables such as lamps and replacement colour wheels reduces the long-term cost of ownership.

Toshihiro Takaichi, global product manager for control room displays, comments, "LED offers several advantages, but we recognise that introducing a new technology into a mission-critical display application is a big step. That's why we have spent a long time developing our LED product under operational conditions, and why we wanted users to have an open-ended choice of technology. Only Seventy Series delivers that choice and versatility."

The new cubes share a common set of features with the conventionally-lit Seventy Series cubes; features designed to make them quick to install and easy to manage. Seventy Series cubes can be supplied with a unique Auto-Geometry set-up option that produces perfectly-aligned images automatically. Built-in sensors monitor light output and share this data with neighbouring cubes, enabling the dynamic colour and brightness balancing system to maintain an extremely accurate colour/brightness balance over the whole display without the need for an external computer. In the new LED version, the red, green and blue LED light sources are

monitored individually for even greater accuracy. Seventy Series cubes also feature Smart Switch technology, enabling them to switch to a user-defined alternative signal source if the main input signal is lost.

The LED version offers three different brightness modes, for normal, bright or economy operation. Power consumption and light output is adjusted automatically to ensure the best quality image in each mode. Mitsubishi's unique Colour Space Control manages the colour balancing of multi-display walls automatically, and the company's innovative Digital Graduation Circuit ensures each cube delivers true, uniform edge-to-edge brightness.

On-board intelligence is another hallmark feature of Seventy Series products. Built-in processing enables multi-window displays to be created without an external processor. A range of optional input boards provide DVI, VGA, composite and component video, SDI and HD-SDI inputs, with 2 input connectors per card. A total of six source windows can be shown on each display cube. Sources may be supplied to all cubes, either via a splitter / switcher or by the optional daisy chain card allowing larger windows to be displayed over the entire wall or arranged next to smaller windows as required. For more complicated applications, Seventy Series LED can be used with Mitsubishi's VC-X3000 processor and D-Wall software suite to create an extremely powerful turnkey display system.
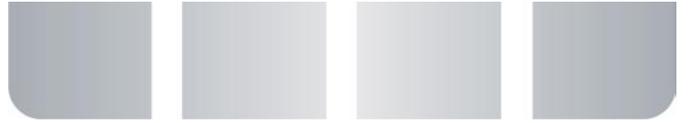
Mitsubishi's Seventy Series cube range is available in 50", 60" and 67" sizes, in both 1024 x 768 pixel and 1400 x 1050 pixel resolutions. Front and rear access versions are available in all sizes and resolutions. The Seventy Series display range also now includes an LCD-based system - also launched at ISE 2010 - Mitsubishi's 3000 series processor/controller and D-Wall software suite. Together, the range offers unbeatable flexibility, backed by Mitsubishi Electric's hallmark build quality and reliability. Visit the Mitsubishi Electric stand 2A24 at ISE 2010 to see the Seventy Series range in action.

<IMAGE ENCLOSED:- MITS785_LED.jpg>

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