

# Energy Savings With LaserVue TV

## WHAT IS OUR NEW TECHNOLOGY?

**The Laser Era Begins:** Mitsubishi LaserVue™, the world's first laser-powered television, harnesses the power of the planet's purest light source to deliver two times the color<sup>1</sup> of many of today's HDTVs. Laser beams provide an extensive range of rich, complex colors, truly distinct clarity, and immersive depth of field. LaserVue™ sets the new standard for large screen television by delivering unimaginable color at approximately one-third the operating power<sup>2</sup> consumption of similarly sized LCD TVs and one-fourth that of plasma. Mitsubishi LaserVue™ ... Simply the greatest picture on the planet!

## WHAT SETS US APART?

The purity of laser light surpasses high-definition standards. Today's high-def televisions display less than half of the color spectrum the eye can see. Now, for the first time ever, experience twice the color of current high-def TVs. LaserVue™ has been demonstrated to display more than 200% of the color of LCD and almost twice that of plasma TVs. Unlike these TV technologies, LaserVue™ is not limited by the use of phosphors, in the case of plasma, or filters, in the case of LCD, which constrict a TV's color range. In fact, these technologies have been used to create color for the last half century in CRT TVs (phosphors) and traditional projection displays (filters).

## WILL IT SELL?

As consumer demand for large-screen entertainment continues to increase, Mitsubishi's LaserVue™ is the only HDTV that offers the latest advancements in display technology while helping customers save money by consuming less energy than similar-sized flat panel displays. LaserVue™ not only produces twice the color of LCD at a fraction of the power consumption, it also is capable to deliver three-dimensional images with a 3D source<sup>3</sup>. The future of Hollywood is 3D. The future of video gaming is 3D. Ultimately the future of broadcast TV, sports and primetime, is 3D. LaserVue™ is ready for the future today. All these features in place, LaserVue™ continues to bring the movie theater experience closer to home.

<sup>1</sup> LaserVue has demonstrated reproduction of color gamut in excess of 200% of BT.709.

<sup>2</sup> Operating power consumption for LaserVue has been measured at 135 watts as measured by a weighted UL standard, which is less than one-third the power consumption of LCD televisions and one-fourth the energy usage of plasma televisions as indicated by manufacturer provided specifications.

<sup>3</sup> In order to display 3D images, Mitsubishi Home Theater DLP TVs require source devices to support checkerboard display formats for display of 3D gaming or 3D cinema content. A 3D standard format does not currently exist for Blu-Ray or DVD prepackaged media. A 3D standard may emerge that is not compatible with Mitsubishi Home Theater DLPs. Please visit [mitsubishi-tv.com](http://mitsubishi-tv.com) for updates and information.



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