

Mitsubishi Announces New 1080p HDTVs

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HDTVs from Mitsubishi feature 1080p technology and enhanced color support.

Not to be outdone by its rivals, Mitsubishi Digital Electronics America, Inc. (MEDA) has introduced its 2007-2008 line-up of nine impressive 1080p DLP HDTVs with enhanced color support and a good selection of HD-compatible video inputs.

Each series features 57-inch, 65-inch, and 73-inch screen sizes and utilize Texas Instruments' Digital Light Processing (DLP) technology paired with a unique 6-color light engine. The company claims this will deliver improved brightness and color representation compared to traditional light engines that only mix primary colors.

The 733 series of HDTVs will offer three rear HDMI 1.3 inputs and a front HD component input. Models include the WD-57733 (\$2,499 SRP), the WD-65733 (\$2,999 SRP), and the WD-73733 (\$4,699 SRP).

The 734 series models add several of Mitsubishi's image enhancement technologies including Dark Detailer, DeepField Imager, and SharpEdge that claim to improve black levels, provide dynamic contrast adjustment, and edge enhancement respectively. Models include the WD-57734 (\$2,799 SRP), WD-65734 (\$3,299 SRP), and the WD-73734 (\$5,099 SRP).

Mitsubishi's premium Diamond series incorporate the features of the 733/734 models and adds a side-accessible fourth HDMI 1.3 input for

easy access and the company's Smooth120Hz technology to improve clarity with video content containing fast motion. The Diamond series models include the WD-57833 (\$3,399 SRP), the WD-65833 (\$3,999 SRP), and the WD-73833 (\$5,899 SRP).

Mitsubishi's 1080p 733, 734, and Diamond series HDTVs will be available this summer. For more information on specific models, check out our detailed slide show.

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