



Mitsubishi Electric to Unveil World's Largest High Definition Video Display

Diamond Vision® by Mitsubishi Electric to unveil a record-breaking 77.69' x 329.65' display using revolutionary Real Black™ LED technology

Warrendale, PA. – November 18th, 2014 – Mitsubishi Electric Power Products, Inc. announced today that it will unveil a Diamond Vision display at 1535 Broadway in New York City's iconic Times Square that exceeds 4k ultra-high-definition pixel density. The display is a massive 25,610-square-foot, and with a pixel density of 2,368 x 10,048, it will be the highest resolution LED video display in the world of this size. The installation will employ a Mitsubishi Electric Diamond Vision AVL-ODT10 large-scale display which provides true 10mm pixel pitch spacing and uses a 3-in-1 surface mount LED (SMD) featuring Mitsubishi Electric's revolutionary *Real Black™* LED technology.

“With 23,793,664 individual physical pixels a video quality display of this size and density is a milestone in the industry. It exceeds 4k resolution by nearly 15 million pixels,” says Todd Stih, national sales manager, Mitsubishi Electric Power Products, Inc.

Due to the very high resolution and pixel density of the display, Mitsubishi Electric supplied a special control system to provide pixel-to-pixel mapping of content and life-like images. The image area of the display can be segmented to display multiple pixel-for-pixel 1080 HD or 4k images simultaneously. The display canvas allows for two 4k images to be displayed side-by-side, with pixels remaining in the height and width for other content.

The use of the *Real Black™* LED technology allows for deep, rich black levels and unsurpassed vertical viewing angles in an outdoor LED display product. The characteristics of *Real Black™* LED technology will ensure that Times Square crowds have a clear view of the display up close and in bright sunlight conditions.

“We have worked on a number of record-breaking projects, but working with this type of pixel density and installing it in a 24/7 live environment presented unique challenges. However, we delivered the display modules earlier than scheduled and due in part to great cooperation and team work with the project team at Vornado Realty Trust, our customer, completed the project on time” says Mike Brosko, operations manager, Mitsubishi Electric Power Products, Inc.

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 and 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 90'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 which utilize white faced LEDs. "the *Real Black*[™] LED technology revolution is just beginning with fifteen other displays using *Real Black*[™] LED technology coming on line in North America over the next few months.," says Stih.



Rendition of Diamond Vision screen at Marriott Marquis Hotel

About Mitsubishi Electric Diamond Vision® Displays

Mitsubishi Electric Corporation pioneered the development of large-scale video screens starting with the first Diamond Vision display at the 1980 MLB All Star Game. Record-setting installations include the first high-definition display in the stadium market at Turner Field in Atlanta; Times Square's first high-definition display at MTV studios; the largest indoor high-definition screen in North America, the 34- x 110-foot screen at the Colosseum at Caesars Palace; and the 1080p, high-definition video displays at Cowboys Stadium. Diamond Vision screens will score more than 65 PGA TOUR and Champions Tour 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. For more information about Diamond Vision, visit www.Diamond-Vision.com or call 724-778-3185.

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