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No. 2339

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MITSUBISHI ELECTRIC TO EXHIBIT AT CEATEC JAPAN 2004

TOKYO, September 16, 2004 – Mitsubishi Electric Corporation (President and CEO: Tamotsu Nomakuchi) announced today that it will exhibit some of its advanced technologies and latest products, mainly centering on digital AV related devices, under the theme “The Better Digital Life” at CEATEC JAPAN 2004, which will be held from October 5-9, 2004, at Makuhari Messe (Mihama-ku, Chiba City).

Mitsubishi Electric CEATEC JAPAN 2004 Display Outline

1. Display Booth: The “Home & Personal Zone” will be located inside the “Digital Network Stage” (Booth #2A21)
2. Display Theme: “The Better Digital Life”
3. Exhibition Outline:

AV Zone

In addition to presenting some of Mitsubishi Electric’s latest products, like a liquid-crystal television that incorporates the world’s first 37-inch real full high-definition panel, the latest technologies envisioned for the imaging systems of large-scale facilities will be introduced through collaborative presentations for the contents of each display device.

Network Zone

Introduces network systems incorporating the latest technologies, such as security systems for residential and business use, and location information services used by artificial satellites.

Major Products On Display

AV Zone

1. Large-Size Visual Display Devices: a visual world never before experienced will be introduced using large-size screens and high-definition rear projection technologies.
2. 37V Terrestrial BS 110-degree CS Digital Hi-Vision Liquid-Crystal Television: this liquid-crystal television is equipped with the world's first 37-inch real full high-density panel, which utilizes the 1080i signal format to transfer digital Hi-Vision signals into images with high picture quality.
3. Small 3D LCD and Reversible LCD: the compact high-resolution 3D LCD is perfect for installation in mobile information terminals, enables the viewing of 3D shapes without using special glasses, and does not show double images when viewed from an angle. The Reversible LCD is a single liquid-crystal panel that can show different images on each side of the panel.
4. Wearable Display: acoustic functions have been added to previously developed head mount-like display equipment that can be worn like headphones, realizing an experience that brings usability close to practical application.
5. Latest AV Products and others: the "Raku-Reco" HDD & DVD video recorder and a 5.1 channel car theater stereo (actual in-vehicle demonstration) are among other products to be displayed.

Network Zone

1. Security Systems: on display will be home security systems, radio sensor network systems, and information protection solutions.
2. Network Application Systems: systems exhibited here will include location information solution services using satellites, AV home networks, mobile network services for businesses, and RFID (integrated circuit tag) application systems.
3. Mobile Telephones: mobile telephones for NTT DoCoMo, Vodafone and others will be displayed.

About Mitsubishi Electric

With over 80 years of experience in providing reliable, high-quality products to both corporate clients and general consumers all over the world, Mitsubishi Electric Corporation (TSE: 6503) is a recognized world leader in the manufacture, marketing and sales of electrical and electronic equipment used in information processing and communications, space development and satellite communications, consumer electronics, industrial technology, energy, transportation and building equipment. The company recorded consolidated group sales of 3,309 billion yen (US\$31.2 billion^{*}) in the fiscal year ended March 31, 2004. For more information visit <http://global.mitsubishielectric.com>

^{*}At an exchange rate of 106 yen to the US dollar, the rate given by the Tokyo Foreign Exchange Market on March 31, 2004.

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