

**MITSUBISHI ELECTRIC CORPORATION**  
**PUBLIC RELATIONS DIVISION**  
7-3, Marunouchi 2-chome, Chiyoda-ku, Tokyo, 100-8310 Japan

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*Customer Inquiries*  
Overseas Marketing Division  
Public Utility Systems Group  
Mitsubishi Electric Corporation

[www.MitsubishiElectric.com/diamondvision](http://www.MitsubishiElectric.com/diamondvision)

*Media Inquiries*

Public Relations Division  
Mitsubishi Electric Corporation  
[prd.gnews@nk.MitsubishiElectric.co.jp](mailto:prd.gnews@nk.MitsubishiElectric.co.jp)  
[www.MitsubishiElectric.com/news/](http://www.MitsubishiElectric.com/news/)

## **Mitsubishi Electric Unveils the Largest Diamond Vision in the Asia Pacific Region at SOGO Hong Kong**

*Will become the largest Diamond Vision™ in the Asia Pacific Region, measuring approximately 19 meters  
by 72 meters, the screen will span a surface area of over five tennis courts*

**TOKYO, October 26, 2017** – [Mitsubishi Electric Corporation](http://www.MitsubishiElectric.com) (TOKYO: 6503) announced today that it has unveiled a Diamond Vision™ at SOGO Department Store in Hong Kong's iconic Causeway Bay that is expected to become Hong Kong's largest and finest-resolution LED screen. Measuring approximately 19 meters by 72 meters, equivalent to over five tennis courts, the screen is capable of displaying six vertical images in Full HD (W 1,080 pixels x H 1,920 pixels). Named "CVISION" for its crystal, color-rich, and captivating quality as well as its iconic location, it will begin officially operating on October 27.



SOGO Hong Kong CVISION

CVISION is destined to become one of Hong Kong's newest attractions and a prominent part of the city's nightscape, offering an unparalleled combination of high contrast and wide horizontal and vertical visibility.

CVISION incorporates Mitsubishi Electric's proprietary LED chips with black outer packages, which decrease brightness when off and increase contrast when on. In addition, short eave-like louvers minimize contrast degradation when sunlight strikes the screen, helping CVISION to achieve 50-percent higher contrast than the company's conventional screens. CVISION can be viewed easily from side angles or close up in the sunshine, and offers an 80-degree downward viewing angle compared to the standard 45 degrees.

Going forward, Mitsubishi Electric expects to expand its LED screen business in Hong Kong and Greater China by featuring CVISION prominently in the Diamond Vision lineup.

Mitsubishi Electric has installed Diamond Vision screens in more than 950 places worldwide, including some of the busiest commercial locations in the world such as ALTA VISION in Shinjuku, Tokyo and 1535 Broadway in Times Square, New York.

### **Product Specifications**

Product	Diamond Vision™
Effective Display Size	71.68m (w) x 19.2m (h); approx. 1,376.3m <sup>2</sup>
Display Type	Full color Outdoor LED Display (with full black packaged LED)
Pixel Configuration	10.0mm pixel pitch; SMD 3in1 type
Total No. of Pixels	13,762,560px ; 7,168(w) x 1,920 (h)
Brightness (adjustment)	6,000cd/m <sup>2</sup> (64-steps)
Pixel Density	10,000px/m <sup>2</sup>
Processing (grayscale)	65,536 steps/color (16-bit)
Viewing Angle	±80° horizontal, +68° to -80° vertical (compared to standard +26° to -45°)

### **Selected Diamond Vision Installations (billboards)**

Site	Location	Screen Size (w) x (h)	Pixel Pitch	Installed
ALTA VISION	Shinjuku, Tokyo	12.81m x 7.2m (95.25m <sup>2</sup> )	6mm	2014
1535 Broadway	Times Square, New York City	100.48m x 23.68m (2,379.36m <sup>2</sup> )	10mm	2014
Thomson Reuters	Times Square, New York City	8.32m x 14.08m (and others ; incl. 10 screens: 714.5m <sup>2</sup> )	10mm	2011
Lincoln Center	Upper West Side, New York City	1.28m x 1.92m (and others ; incl. 13 screens: 31.9m <sup>2</sup> )	10mm	2010

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### **About Mitsubishi Electric Corporation**

With over 90 years of experience in providing reliable, high-quality products, Mitsubishi Electric Corporation (TOKYO: 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. Embracing the spirit of its corporate statement, Changes for the Better, and its environmental statement, Eco Changes, Mitsubishi Electric endeavors to be a global, leading green company, enriching society with technology. The company recorded consolidated group sales of 4,238.6 billion yen (US\$ 37.8 billion\*) in the fiscal year ended March 31, 2017. For more information visit: [www.MitsubishiElectric.com](http://www.MitsubishiElectric.com)

\*At an exchange rate of 112 yen to the US dollar, the rate given by the Tokyo Foreign Exchange Market on March 31, 2017