

Mitsubishi's 40-inch TV Brings Home Theater Home

(by Julie Yamamoto)

As the audience for Home Theater grows, so too do the products featured in "Home Theater." Today's consumer has a myriad of choices in television monitors ranging in size from 27-inch up to 70-inch. For those who want the effect of sheer size in the theater-like experience, projection television is the way to go, and technical advances over the last five years have vastly improved the overall picture quality of projection televisions. Mitsubishi's projection televisions, including the world-famous 70-inch, have won many quality and engineering awards.

For those who prefer the traditional arena of a direct-view TV, however, Mitsubishi's giant 40-inch sets offer the best of both worlds for consumers looking for tube-quality picture in a big-screen set. With the 40-inch direct-view television, Mitsubishi continues the legacy of innovation that brought the first (and largest) Big Screens to the US market, as well as the land-

mark 35-inch direct-view in 1986 (when the largest screen size available was 27-inch).

The 40-inch direct-view television, a first in the US, delivers the highest possible picture quality with a screen size rivaling that of a big screen projection television — and Mitsubishi is still the only manufacturer in the United States to offer a 40-inch. The



40-inch provides a remarkable 768 square inches of viewing area. That means it's 31 percent larger than a 35-inch screen, and an amazing 120 percent bigger than a 27-inch set. To put this in simple terms, stacking four 20-inch TV sets together would provide approximately the same viewing area as a 40-inch offers.

But size alone cannot create a great viewing experience. With the introduction of three

new models this year, Mitsubishi expands this unique product category into a "good," "better," "best" line-up in features, technology, and aesthetic design. The new line-up incorporates all the features you would expect to find in a discriminating home theater system, such as two-tuner advanced picture-in-picture, digital three-dimensional comb filter for optimal viewing

quality, a dual-drive speaker system with active sub-woofer for delivering superior, theater-like sound, and a plenitude of input and output terminals that

not only allows viewers to take advantage of connecting cable, satellite, VCR, and laser disc players today, but also paves the way for delivering the future as a household input/output device.

The 40-inch direct view television — only from Mitsubishi — is the compelling focal point of any Home Theater system. It's much more than a large television — it's a small theater.