



Contact: Sara Bergeron
Precipio Partners
A Brodeur Worldwide
Company
(617) 587-2858
sbergeron@precipiopartners.com

**TOSHIBA MT8 HIGH-DEFINITION DLP
FRONT PROJECTOR NOW SHIPPING TO HOME THEATERS NEAR YOU!**

Toshiba's flagship projector with best-in-class technologies is now available for the first time at Cinema Series® dealers nationwide

CES, LAS VEGAS, January 8, 2003 - Toshiba, a leader in advanced digital display and home theater technology, today announced that they have begun shipping the new model TDP-MT8U high definition DLP™ front projector. The Toshiba "MT8" brings the perfect combination of advanced technology, innovative design and brilliant results sought by home theater enthusiasts looking for a cinema-style experience with high-performance features and dramatic visual impact. Benefiting from Toshiba's legacy in superior engineering quality, the Toshiba MT8 will add new dimension to consumer choices in the front projector home theater market.

"We are very excited to be able to announce the availability of the MT8," said Scott Ramirez, Vice President of Marketing at Toshiba. "Toshiba has truly raised the bar in front projection with the MT8, utilizing all of the newest and best components available to create this flagship model, and really demonstrating Toshiba's commitment to high quality home theater."

Setting it apart from other projectors in its class, the MT8 features a second-generation, high brightness/high contrast HD2 DLP™ chip from Texas Instruments, with 1280 x 720

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pixels for true 16:9 high-definition images. This new high contrast chip utilizes a 12 Degree Mirror Tilt and Dithering Algorithms. It is paired with a new 6-Segment Color Wheel to produce improved brightness, contrast and color accuracy, while reducing picture artifacts.

Also taking center stage in the MT8 is a new, all-glass, high-focus, color corrected lens system from renowned German manufacturer Carl Zeiss and Faroudja's new Directional Correlational De-interlacing Plus (DCDi+). The advanced Zeiss lens system utilizes a 116 Degree Image Offset to allow better unit placement, and creates a high 1,000 ANSI lumens brightness and a deep 1400:1 contrast ratio. Combined with the new '+' version of the Faroudja DCDi, adding Adaptive Luminance and Chrominance Enhancement and Scaling with Frame Rate Conversion, the Toshiba MT8 delivers truly stunning pictures with excellent contrast, crisp colors and superior image reproduction.

"Toshiba considers the MT8 as the flagship product for our front projection line," noted Ramirez. "In developing this projector, we combined our legacy of superior and innovative home theater products with best-of-breed technologies, to produce a projector that will deliver vivid pictures and cinema-style impact. In addition, Toshiba made sure that the MT8 included the convenient features and functional designs expected from all Toshiba products."

In addition to Keystone Adjustment, full user adjustments include Gamma Control, Sharpness Control, User Definable Color Temperature Control, Memory Settings by Input, and Discrete IR Codes. The projector also features a full complement of inputs for full home theater system connectivity with two sets of ColorStream HD high-resolution component video inputs, DVI with HDCP, RS232C Port, IR Input Port, and a 12V Screen Trigger Port.

The Toshiba TDP-MT8U high definition DLP™ front projector is available to consumers at Cinema Series® nationwide and carries a retail price of \$9999.99

About Toshiba America Consumer Products, Inc.

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