

THE EMPLOYEE NEWSLETTER FOR
MITSUBISHI CONSUMER ELECTRONICS
AMERICA, INC.

MCEA's Launches New World Wide Web Site

<http://www.mitsubishi-tv.com>

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MCEA's World Wide Web site was officially launched on October 23, 1997. The corporate site, developed to provide current and accurate product information as its primary focus, was also created to provide fast access via a simple, clean design that displays well on most browser platforms and standard modem speeds.

Complex graphics and technology that increase download time without necessarily adding functionality were avoided to ensure that the consumer has fast access to the product information they need to make informed purchase decisions. Dealers will also find MCEA's site to be an invaluable informational tool to facilitate their marketing efforts since it includes detailed product, corporate, and consumer reference information to help answer any consumer question.

Included on the site is a complete MCEA Product Guide, compromised of Big Screen TVs, Home Theater audio/video products, and the Diamond Series™ product line. It also highlights new products, such as the DiamondPanel™ Flat Panel Display TV, WebTV® Receiver, and the Mitsubishi DVD Player. The site also includes a reference and help area, a lifestyle area, and a corporate profile to address any information requirement that may arise about Mitsubishi Consumer Electronics America, Inc. or MCEA products.

While the focus of the first generation site was to provide the most critical MCEA product information as quickly and professionally as possible, we are also evaluating upgrades to enhance future functionality of the site. The key will be to focus on those areas that will have the greatest impact on the consumer's purchase decision and long-term satisfaction and loyalty, such as enhancing the referral process to the dealer and looking at ways to open up the communication channel for the end user. ☺

For additional MCEA information,
please visit our internal website at
<http://www.mcea.mea.com>.



WB-2000 with wireless keyboard

MCEA introduces WebTV®

Mitsubishi's "Bigger is Better" philosophy is reconfirmed by using a Big Screen TV and the WB-2000 WebTV® Plus Receiver to enhance television viewing. With the WB-2000, you can create an interactive TV by integrating the Internet with your television. You don't need a computer to access all of the Internet's amazing possibilities – all you need is a connection to your existing telephone line and another to your TV. It's simple to use and easy to set up.

Traditional viewing takes on a new dimension with the WB-2000. The TV Listings screen provides instant access to 24 hours of television listings. Find out what's on TV and go there quickly. It's updated daily and customized to local cable and broadcast systems. Add more entertainment to your TV viewing by accessing integrated websites that are related to many of the most popular TV programs. TV Crossover Links provides direct access to entertainment and information that uniquely complements TV shows.

The WB-2000 includes a TV tuner, which enables the monitoring of television broadcasts while in full-screen Web. You can simultaneously watch TV and search the Internet with a picture-in-picture window. You can also view and surf the Internet using the full TV screen. The tuner also gives you instant channel tuning on the TV Home page and TV Listings page.

To interact with your TV and the WB-2000, MCEA has included a remote control and wireless keyboard. The remote control makes surfing the Internet as easy as surfing channels. The wireless keyboard works just like a TV remote, but you can also use the keyboard to create, send, receive and forward messages. The WB-2000 also features an integrated printer port. With the WebTV® Plus Receiver you can:

- Go directly to websites that have information about the program or commercial you're watching.
- Use the printer port to connect to a printer so you can print web pages, graphics or text.
- Create your own list of favorite TV chan-

