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Dallas Cowboys Turn On Their Diamond Vision™ Displays

World's largest 1080p HD LED video displays from Mitsubishi Electric will span 60 yards.

WARRENDALE, Penn., – May 20, 2009 – The Dallas Cowboys, whose ingenuity and reputation for excellence are the gold standard in the National Football League, will illuminate the world's largest high-definition LED video displays on Thursday, May 21, 2009. The four-sided, center-hung structure, a first for an NFL stadium, consists of four Diamond Vision™ video displays, with the two main sideline displays measuring 72 feet high by 160 feet wide, and two Diamond Vision™ end-zone displays measuring 29 feet high by 51 feet wide. Weighing 600 tons, the screens will be suspended 90 feet directly over the center of the playing surface and stretch from nearly one 20-yard line to the other.

Completing the array of Diamond Vision™ displays are four, 280 square-foot screens on the lower concourse; an upper level fascia (ribbon) display measuring four feet high by nearly 2,000 linear feet; and two Dallas Cowboys Ring of Honor displays totaling more than 2,900 square feet

“One of the central design elements of our new stadium is our center-hung video board. This unique feature will be an iconic symbol of our building for years to come,” said Jerry Jones, owner and general manager, Dallas Cowboys Football Club. “When we were making the decision on whom to entrust with the responsibility of making our vision a reality, the quality and clarity in the Mitsubishi Electric Diamond Vision boards was unmatched.”

The new displays will allow fans on any level of the stadium to easily view the action, creating a premium on the value of the upper-level seats. And no matter where they sit, Mitsubishi Electric's exclusive 20-mm pixel pitch technology ensures the brightest, clearest images from any angle.

[Diamond Vision™...only from Mitsubishi Electric.](#)

“This was one of the most exciting projects we’ve ever been involved with,” said Mark Foster, general manager of Mitsubishi Electric’s Diamond Vision Systems. “The Dallas Cowboys are one of the most innovative teams in the NFL, and their new stadium reflects that. These video boards are the realization of the Jones’ commitment to their fans and the sport.”

In addition to the Diamond Vision™ displays, Mitsubishi Electric is also providing a fully integrated scoring system, content management and playback system, game timers, delay of game clocks, locker room clocks and ticket window displays.

The new Cowboys Stadium’s Mitsubishi Electric Diamond Vision™ LEDerAd™ ribbon boards will be powered by ANC Sports Enterprises patent-pending VisionSOFT operating system. Additionally, ANC Design, a division of ANC Sports will create LED animations, graphics, advertisements and statistical templates for the LED fascia system for the 2009 National Football League season.

Driven by ANC Sports' VisionSOFT, the three-quarters of a mile of Diamond Vision™ fascia will feature uncompressed images, eliminating all distortion while simultaneously transitioning from full-motion team graphics and advertisements to real-time statistics, out-of-town scores, and other game information.

ANC’s VisionSOFT is the first 3D interface capable of managing multiple real-time media streams for every scoreboard, digital advertising screen, concession stand or any concourse and suite video display in an arena or stadium. The advanced media control package offers instant playback with a single touch of a button, permitting the operator to easily flash one image, stat, animation or emergency instruction on every display in the facility. Screens that utilize VisionSOFT can mimic the look of a traditional matrix scoreboard or advertisement, before instantaneously dissolving that display into a clear animated video, enhancing the live event fan experience with dynamic entertainment.

About Diamond Vision™

Mitsubishi Electric, the Official Large Outdoor Video Display Provider of the PGA TOUR, was the first company to introduce large-scale video display boards for the 1980 Major League Baseball All-Star game at Dodger Stadium. Since then, Mitsubishi Electric has been recognized as the leader in visually stunning displays for sports facilities, advertising, entertainment and communications. Recent record-setting installations include baseball’s largest high-definition display at Turner Field in Atlanta;

the first HD display at Yankee Stadium; the first 32:9 ratio HD scoreboard at AT&T Park in San Francisco; Times Square's first HD display at MTV studios; traffic-stopping marquees at Bally's and Caesars Palace in Las Vegas; a massive 11-screen display at Times Square in New York City; and the largest indoor HD screen in North America, the 34- x 110-foot screen at the Colosseum in Las Vegas. Mitsubishi Electric also created and installed the world's largest LED video display, a 37- x 218-foot, (8,000 square-foot) LED board at Tokyo Race Course.

Diamond Vision™ Systems' US operations are headquartered in Warrendale, Penn. Diamond Vision™ is a division of Mitsubishi Electric Power Products, Inc., a U.S. subsidiary of Mitsubishi Electric Corporation. For more information about Diamond Vision®, visit <http://www.diamond-vision.com>.

About Cowboys Stadium

When Cowboys Stadium opens in June, 2009 it will be the largest, most technologically advanced entertainment venue in the world. Designed by HKS and built by Manhattan Construction, the \$1.2 billion stadium features two monumental arches, the world's largest HDTV video board, an expansive retractable roof and the largest retractable end zone doors in the world. Features of the stadium include seating for 80,000 and expandable to 100,000, 300 luxury suites, club seating on multiple levels and the Dallas Cowboys Hall of Fame and Pro Shop, open to the public year round. In addition to being the new home of the Dallas Cowboys, the stadium will host the 2011 Super Bowl, the 2010 NBA All-Star Game and the 2014 NCAA men's basketball Final Four as well as high school and college football, concerts and special events. For more information, go to <http://stadium.dallascowboys.com>.

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About the Mitsubishi Electric Diamond Vision™ Video Displays at Dallas Cowboys Stadium

Center-Hung Sideline Displays (2)

Width:	160 feet
Height:	72 feet
Total LEDs:	10,584,064
Screen Area:	11,393 square feet
Screen Weight:	Approx. 1,200,000 pounds
Power Consumption:	635 Kilowatts
Video Source:	1080p HDTV
Pixel-Pitch:	20mm
Resolution:	2,176 x 4,864



Center-Hung End Zone Displays (2)

Width:	51 feet
Height:	29 feet
Total LEDs:	2,088,960
Screen Area:	1,439 square feet
Screen Weight:	Approx. 25,000 lbs
Power Consumption:	80 Kilowatts
Video Source:	1080p HDTV
Pixel-Pitch:	16mm
Resolution:	1,080 x 1,920

Lower Concourse Displays (4)

8 feet high by 35 feet wide	
Screen Area:	280 square feet each

Fascia Displays

Upper Level Display

4 feet high by 1,986 linear feet	
Screen Area:	7,944 square feet
Contains nearly 4 million LEDs	



Ring of Honor Displays (2)

3.5 feet high by 836 linear feet	
Screen Area:	2,926 square feet
Each ring contains nearly 1.4 million LEDs	