

Mitsubishi Electric Withdraws from Front-projection and Public Display

Written by Roger Douglas
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The text underneath their logo carries the company's tagline: **Changes for the Better.** We hope so.

Mitsubishi Electric withdraws from the front-projection and public display markets, consolidating the division's remaining European display wall business in the Netherlands. Technical support, operating separately from the VIS division, will continue to be provided locally.

Mitsubishi Electric projectors and public display monitors will still be available for purchase until the end of the year while stocks last. All products will remain fully supported with spares and technical support until March 2019.

From January 2014 VIS Division operations will now be centralised in the Netherlands. However Mitsubishi Electric will continue to provide full local sales and technical support from its major regional offices within the EMEA zone, including its recently opened office in Dubai. Customers will be able to access the range of Mitsubishi Electric Display Wall products from these locations, while Large Scale Integrators (LSI) will benefit from improved access to technical sales support from the enhanced facilities at Mitsubishi Electric in the Netherlands.

The command and control, traffic management and security monitoring markets appeal more to Mitsubishi Electric today as many Japanese makers are forced to re-evaluate their loss-making businesses. The company will focus its display efforts on the strongest parts: rear-projection cubes, display wall products and super-narrow bezel displays.

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If you think that might change their traditional show of strength at ISE with their enormous stand, Mitsubishi Electric publicly said their plans for upcoming tradeshow are not affected.

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