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**FUJITSU DEBUTS STUNNING NEW LINE OF ADVANCED "AVIAMO"
1080p HDTV DISPLAYS AT CES 2007**

-- High-Performance, High-Style Displays Feature Fujitsu's Next-Generation AVM III Processor --

LAS VEGAS, NV, January 8, 2007 – Fujitsu General America, Inc., an innovator and recognized leader in the flat-panel display market, is creating a new category of ultimate-quality flat-screen home cinema with the introduction of its luxury AVIAMO line of large-screen plasma and LCD flat-panel TVs at CES 2007. The first two sets in the stunningly designed signature AVIAMO line include the 65-inch plasma Model **P65FT00AUB** (SRP: \$17,999) and 37-inch LCD TV Model **P37FT05AUB** (SRP: \$4,999), both of which will be available at the end of the first quarter of 2007. They will be joined shortly by the 50-inch Model **P50FT00AUB** (SRP: \$TBD), scheduled to ship in the second quarter 2007. All AVIAMO TVs feature 1920 by 1080 progressive "full high definition" HD resolution, and all feature an advanced IEEE 1394 (i.Link) connection, providing additional input flexibility and access to high-definition content.

As envisioned by renowned Japanese artist and designer Shigeru Uchida, Fujitsu's AVIAMO display line is an elegant departure from conventional flat-panel display designs. Most striking is the rich piano black bezel and sharp angled features of the display itself. Wall-mounting options are also available for the two larger screen plasma models.

Introducing Fujitsu's Next-Generation AVM-III Processing

To achieve their astounding image performance capabilities, all Fujitsu AVIAMO displays feature AVM III processing, the latest generation of the company's award-winning AVM technology. The AVM III system has been specifically enhanced for 1080p scaling, processing and display. By adding 1080p processing to the capabilities of the original AVM III processor, as well as advanced color management with a new menu selection to allow for gamma adjustment, as well as 24p/30p film mode to improve motion smoothness for film-based media and contour correction to reduce jagged edges AVM III technology virtually eliminates artifacts and digital noise, optimizing content from all sources. The result is exquisitely detailed picture quality and natural color display.

In addition to providing the ultimate image quality from native 1080p sources, such as Blu-ray and HD DVD, AVM III processing allows users to upscale standard-definition content and conventional high-definition 720p and 1080i formats to 1080p quality. Further enhancing image quality and total flexibility and "future-readiness," all three AVIAMO sets include two 1.1 HDMI inputs. All sets feature advanced digital cable-ready tuners.

Noted Tedd Rozyłowicz, President, COO, Fujitsu General America: "With AVIAMO, our goal was to literally create a new category in large-screen flat-panel TV, combining the ultimate in aesthetic

elegance and refinement with today's most advanced image-enhancing capabilities. With their rich contours and stylish cosmetics designs, these sets would not be out of place in a museum of modern art, and with their leading edge AVM III image processing they virtually redefine flat-panel picture quality as well. And because 1080p processing is integrated into every step of image reproduction, and features all digital-to-digital conversion from signal capture to onscreen display, image quality is literally as good as it gets, from both current video sources and any future high-definition formats."

For total convenience in TV viewing, all AVIAMO sets feature the TV Guide On-Screen Interactive Program Guide. Other advanced image-enhancing technologies include a Picture Text Optimizer, which recognizes on-screen text and graphics and processes them in the most optimal way; an Ambient Light Sensor, which senses the relative brightness of the viewing room and digitally adjusts the screen brightness and contrast; and Advanced Color Management, which adjusts specific hues, making them appear more natural.

With the introduction of the elegant high-performance AVIAMO, which joins the company's exciting lineup of high-performance Plasmavision[®] models, Fujitsu continues its unrivalled leadership in flat-panel home entertainment, re-creating all the power and impact of the cinema at home.

About Fujitsu General America

Fujitsu General America is a subsidiary of Fujitsu General Limited, headquartered in Kawasaki, Japan. Founded in 1936, Fujitsu General is the worldwide leader in the development of plasma display monitors and has been the front-runner in the commercialization of plasma display technology. For additional information, please visit www.plasmavision.com.

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