

## Mitsubishi Exits Projector, Stand-Alone Display Market

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Mitsubishi says sayonara to the front-projection product and large-format LCD display market, shutting down operations to focus solely on the profitable display wall market, bringing about the end of the Mitsubishi presence in consumer displays.



How come? Growing losses and declining sales, of course.

The exit is worldwide, and will take place once the company sells off all remaining TV, monitor and projector inventory. The only display products Mitsubishi will continue making include rear-projection cubes, LCD flat panel display walls and printer imaging products.

The move follows the company's [December 2012 exit from the rear projection TVs](#) . Not that the format was too popular in EMEA, but it did have a number of fans in the US and elsewhere.

Mitsubishi's getting out of the consumer segment of the display business is unfortunate-- the company is a pioneer in large-screen TVs, having made one of the first giant (35- and 37-inch) CRT displays before kicking off the flat-panel TV business by launching one of the first consumer-focused plasma TVs.

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