

Mitsubishi Electric Press Conference – Opening of new German Branch

"The World of Mitsubishi Electric" offers prospects for growth

- **The World of Mitsubishi Electric: Automation, Energy, Communication, Building, Transportation**
- **Concept of cross-divisional utilisation of technologies**
- **Coherent perception of Mitsubishi Electric**

Ratingen, 04 March 2016 – To mark the opening of its new German Branch in Ratingen, Mitsubishi Electric unveiled its exhibition concept "The World of Mitsubishi Electric". At the core of the concept are the cross-divisional utilisation of technologies and the solutions resulting from this. The market sectors in Europe in which Mitsubishi Electric operates include information processing and communication, automotive, industrial technology, energy, transport, building management and heating and air conditioning.

Coherent perception of the company's solution capability in all markets

"Our goal is a coherent perception of the entire Mitsubishi Electric group in various sectors of the market", explained Yuji Suwa, President of the German Branch of Mitsubishi Electric Europe. "To achieve this, we have defined five areas in which we will now jointly present our diverse solution concepts – with an exhibition of our innovative products in the entrance foyer of our new building as well as in our numerous daily contacts with the market."

The areas are categorised into Automation, Energy, Communication, Building and Transportation. Alongside innovative welcome screens and an appropriately designed reception foyer, visitors will be introduced to the world of Mitsubishi Electric with the aid of a trilingual exhibition brochure and an interactive corporate media wall.

Joint solutions from multiple divisions of the company will be graphically presented in the aforementioned five areas using products, applications and interactive sequences.

Sophisticated multi-tiered visitor information concept

At the heart of the display is a robot installation that offers a playful and visually stimulating demonstration of the advantages of automation solutions from Mitsubishi Electric. What is remarkable about this is that only the company's own products are used: as well as the directly visible articulated-arm robots and screens, the entire control system and the servo motors installed are produced by Mitsubishi Electric. Here visitors can select information about the host of solutions on a Mitsubishi Electric TFT touch screen, for example. The corresponding products are then actually presented in the foreground, with the robots offering basic and additional information on their screens about the system selected and displayed. Another highlight is the Transportation exhibit combining analogue operating elements with digital experiences: visitors place a car or a train on an interactive touch display (a Mitsubishi Electric product, naturally) and are able to "experience" the company's solutions and innovations for mobility by road and rail intuitively.

Visitors can also order additional information material by e-mail or post. "For us, the new building represents a clear outwardly visible symbol both of the growth of Mitsubishi Electric and of the integration of the divisions and their technological solutions", explains Mr Suwa, outlining the intention of "The World of Mitsubishi Electric" concept. "The new exhibition enables us to showcase graphic examples of the joint performance delivered by these divisions in the growth markets illustrated. The synergies offered by this will provide us with clear growth prospects for our development over the next few years."

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About Mitsubishi Electric

For over 90 years Mitsubishi Electric Corporation has supplied both corporate clients and general consumers all over the world with high quality products from the information processing and communications, space development and satellite communication, consumer electronics, industrial technology, energy, transportation and building equipment as well as air conditioning and heating technology sectors. With around 129,000 employees, the company recorded a consolidated turnover of \$36 billion* at the end of the fiscal year on 31.03.2015. Sales offices, research and development centres and manufacturing plants are located in over 30 countries. Mitsubishi Electric has been represented in Germany as a subsidiary of Mitsubishi Electric Europe since 1978. Mitsubishi Electric Europe is a wholly owned subsidiary of Mitsubishi Electric Corporation in Tokyo.

* Exchange rate 120 yen = 1 US dollar, dated 31.03.2015 (Source: Tokyo Foreign Exchange Market)

Further information:

<http://global.mitsubishielectric.com>
<http://www.mitsubishielectric.de>

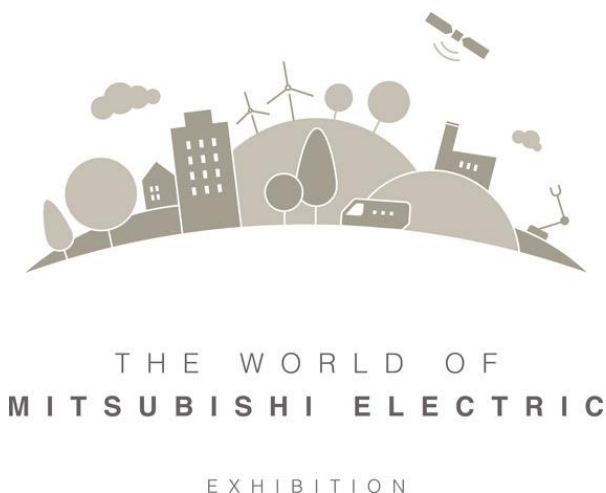
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The reception area and exhibition concept clearly introduces visitors to the company through the system solutions offered by the "World of Mitsubishi Electric".

Photos: Mitsubishi Electric
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