

Press release

A Lion for three robots

Interactive robot application “Threebots” receives the coveted Cannes Lion

Ratingen, 29 June 2017 – Mitsubishi Electric’s interactive robotic installation known as “Threebots” has been awarded in Cannes with the coveted Silver Lion. “Threebots” already received several awards since its installation at the German branch in Ratingen. Already in November 2016 Mitsubishi Electric has been honored with the award “Red Dot: Grand Prix“ for its outstanding robot application. The project “Threebots” (Three Robots) is part of Mitsubishi Electric’s brand and product presentation and has been developed and realized by Elastique, Agency for Brand Communication, Cologne.

At the 64th Cannes Lions International Festival of Creativity in June 2017 the creative communications industry celebrated the best creative work in the world. The Lion is recognized globally as the benchmark for creative excellence in communications and is the most coveted and well respected award in the advertising and creative communications industry. Around 11,000 registered delegates from 90 countries visit the Festival to celebrate the best of creativity in brand communication.

“Threebots” convinced the international jury with its interactive concept of a continuous perfectly coordinated routine featuring simultaneous animations on the monitors and the technically challenging choreography and its effortless motion.



„The three articulated robots not only demonstrate our robotic technology capabilities, but also vividly illustrate our other product ranges. We deliberately choreographed the robots to break with conventional robotic motion patterns and we think this makes the display particularly impressive“, explains Yuji Suwa, President of the German Branch of Mitsubishi Electric.

Yuji Suwa

Not only the robots but also 90% of the components used in the robot application are Mitsubishi Electric's own products and solutions, e.g. the displays, servomotors, controllers and the control technology which drives 'Threebots'.

About Mitsubishi Electric

For almost 100 years, Mitsubishi Electric Corporation has been providing corporate customers and end users throughout the world with high-quality products for data processing and communication, space systems and satellite communication, home electronics, industrial technology, energy, transport and building services as well as air conditioning and heating technology.

With around 138,700 employees, the company had earned a consolidated revenue of USD 37.8 billion at the end of the business year on 03/31/2017*.

It has sales offices, research companies and development centers as well as production sites in more than 30 countries. Mitsubishi Electric has been represented in Germany since 1978 as a branch of Mitsubishi Electric Europe. Mitsubishi Electric Europe is a fully-owned subsidiary of the Mitsubishi Electric Corporation in Tokyo.

* Exchange rate 113 Yen = 1 US Dollar, as at 03/31/2017 (Source: Tokyo Foreign Exchange)

Further information:

www.MitsubishiElectric.de

<http://player.canneslions.com>

www.youtube.com/watch?v=hQhvIkM0dYE

www.elastique.de

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Yuji Suwa
President of the German Branch
of Mitsubishi Electric