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Mitsubishi Electric to Showcase Sustainable Smart Society at CES 2024

Cutting-edge technologies and integrated solutions for addressing key social challenges



Rendition of Mitsubishi Electric booth

TOKYO, December 19, 2023 – [Mitsubishi Electric Corporation](https://www.mitsubishielectric.com) (TOKYO: 6503) announced today that it will exhibit at CES 2024 in Las Vegas, USA, from January 9 to 12, with a booth themed "To create a sustainable Smart Society where people, leading technologies and the environment can thrive together."

Mitsubishi Electric Group has positioned the realization of sustainability as the cornerstone of its corporate management. Having identified five social challenge areas to focus on - "carbon neutral", "circular economy", "safety/security", "inclusion" and "well-being" - the company is making an effort to address these through its businesses. In addition, through co-creation and by integrating knowledge from within and outside the Group, Mitsubishi Electric Group plans to transform into a "Circular Digital-Engineering" company that provides evolved integrated solutions, thereby helping to address various social issues.

Mitsubishi Electric's booth at CES 2024 will present demonstrations, live presentations, interactive exhibits and videos to showcase cutting-edge technologies and integrated solutions that the company is leveraging in the five challenge areas. Please also visit the event microsite during the exhibition.

Exhibition Highlights

- 1) ***Experience the "Recycling Disco" and Learn about Plastic Sorting Technologies through interactive music and dancing***
 - Visitors will be invited to have fun with music and dancing while experiencing recycling technologies that reuse and recirculate plastic waste as resources for a circular economy.
 - In 2010, Mitsubishi Electric Group became the first company in Japan to recycle plastic materials on a mass scale using static-electricity separation technology, which has contributed to the mass recycling of a wide variety of plastic products
- 2) ***Rulerless® 3D measuring app, a CES 2024 Innovation Award* Honoree***
 - Utilize a LiDAR scanner on a smartphone to generate a 3D model of your environment and accurately record 3D measurements. This app improves operational efficiency of disaster damage assessment and supports the recovery of disaster victims to contribute to a safe and secure society.
 - The app won the CES 2024 Innovation Award in the Mobile Devices, Accessories & Apps** category.
- 3) ***Power Semiconductors installed in the LiveWire® S2 Del Mar® Electric Motorcycle***
 - See the latest electric motorcycle, the S2 Del Mar® from LiveWire®, backed by majority shareholder Harley-Davidson, Inc. The motorcycle is powered by the Mitsubishi Electric J1 Series power semiconductor modules used in the automotive sector (Sales started in the US in September 2023).
 - The power semiconductor business is a key growth area and contributes to the realization of carbon neutrality. Mitsubishi Electric power semiconductor products enable significant energy savings in a wide range of fields, including EV, home appliances, industrial equipment, and traction motors.

Main Exhibits

Conceptual

	Exhibit Overview
Exhibit Vision & Theme	Video about Mitsubishi Electric as a "Circular Digital-Engineering" company contributing to the realization of a Smart Society
Live Presentations	Researchers and subject matter experts will explain the cutting-edge technology as well as sustainability and social impact initiatives
Five Social Challenge Areas	Video about the five challenge areas the company is focusing on in pursuit of sustainability

Practical:

Five Social Challenge Areas	Products & Solutions
Carbon Neutral	Air Conditioning Solutions Exhibits of residential and commercial all-climate heat pumps which focus on efficiency, comfort, and eligibility for U.S. Inflation Reduction Act subsidies. The exhibition will showcase integrated solutions that promote home electrification by intelligently optimizing and visualizing energy usage in real-time.
	Electric Motorcycle Installed with Power Semiconductors Exhibit the latest electric motorcycle, the S2 Del Mar® from LiveWire® which is powered by Mitsubishi Electric J1 Series power semiconductor modules

* CES 2024 Innovation Award: <https://www.ces.tech/innovation-awards/honorees.aspx>

** Technology to measure the distance and shape of an object by the time it takes for the irradiated laser to bounce back

	<p>Power Grid Optimization Solutions Interactive augmented reality kiosk showcasing video contents on advanced power transmission and distribution system, which utilizes control technologies and IoT devices to manage renewable energy and optimize demand-supply balance.</p>
Circular Economy	<p>Recycling Disco Interactive Experience Learn about Mitsubishi Electric recycling technologies and the reuse and recirculation of plastic waste, while having fun with music and dance.</p>
Safety/Security	<p>Light Source Module for Laser Optical Communication in Outer Space See a full-scale model and video of high-capacity, high-speed space optical communication technology for transmitting high-precision satellite images to the ground to monitor natural-disaster areas, protect forest resources, etc.</p>
	<p>Rulerless[®] 3D Measuring Application Demonstration of a mobile application system that uses a smartphone equipped with a LiDAR scanner for efficient disaster assessment and recovery support.</p>
Inclusion	<p>Autonomous Assembly Robot Equipped with Sensors and AI Technologies Demonstration of advanced robotic manipulation technologies which operate flexibly and naturally like humans-allowing all people to efficiently work closely with robots.</p>
Well-being	<p>Integrated Mobility Solution Demonstration of drone-based logistics platform that seamlessly integrates shipment, fleet, and services management with unmanned traffic management (UTM), ground infrastructure and autonomous delivery robots that supports a better life in the aging society.</p>

In addition, a concept car equipped with Mitsubishi Electric’s Driver Monitoring System (DMS) is exhibited at the joint booth with Iriso USA Inc.

Exhibition venue

Las Vegas Convention Center, West Hall

- Booth Number: 3541

- Joint booth with Iriso USA Inc.: 3151

Exhibition Websites

- Official website of CES 2024: <https://www.ces.tech/>

- Mitsubishi Electric’s CES website (2024 content launching January 9): <https://ces.MitsubishiElectric.com>

Trademarks

-Rulerless is a registered trademark of Mitsubishi Electric Information Systems Corporation.

-LiveWire and Del Mar are registered trademarks of LiveWire EV, LLC.

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About Mitsubishi Electric Corporation

With more than 100 years of experience in providing reliable, high-quality products, Mitsubishi Electric Corporation (TOKYO: 6503) is a recognized world leader in the manufacture, marketing and sales of electrical and electronic equipment used in information processing and communications, space development and satellite communications, consumer electronics, industrial technology, energy, transportation and building equipment. Mitsubishi Electric enriches society with technology in the spirit of its “Changes for the Better.” The company recorded a revenue of 5,003.6 billion yen (U.S.\$ 37.3 billion*) in the fiscal year ended March 31, 2023. For more information, please visit www.MitsubishiElectric.com

*U.S. dollar amounts are translated from yen at the rate of ¥134=U.S.\$1, the approximate rate on the Tokyo Foreign Exchange Market on March 31, 2023