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Mitsubishi Electric Launches Serendie™ Digital Platform for Value Co-creation

Aiming to accelerate transformation into a “Circular Digital-Engineering Company”



“Serendie” logo

TOKYO, May 29, 2024 – [Mitsubishi Electric Corporation](https://www.mitsubishielectric.com) (TOKYO: 6503) announced today that it has launched the Serendie™ digital platform, effective immediately, to facilitate co-creation initiatives aimed at accelerating the company’s transformation into a “Circular Digital-Engineering Company.”

Through Serendie (a portmanteau of “serendipity” and “digital engineering”), Mitsubishi Electric expects to create sustainable future value by leveraging technological expertise and creativity synthesized through encounters between diverse talents and insights derived from various data sources.

In response to the imperative of realizing a sustainable world, Mitsubishi Electric has positioned sustainability as a cornerstone of its corporate management. The company is focusing on five key areas—Carbon neutral, Circular economy, Safety/Security, Inclusion and Well-being—as it strives to transform itself into a Circular Digital-Engineering Company, including by analyzing and utilizing various data source in its businesses at an accelerated pace to create sustainable new value and solutions that address increasingly complex issues in modern society.

To this end, Mitsubishi Electric will use its new Serendie digital platform to facilitate unprecedented interactions between devices, systems and services in various fields, and the data and knowledge aggregated from these interactions, to create new value and contribute to the realization of a more vibrant and sustainable world.

Serendie Statement

Serendipity often seems to occur entirely by chance,
without any intention or cause.

By what if we could engineer serendipity through technology?
The key to this is to create a myriad of new and unexpected encounters.

Using the huge volumes of diverse data consolidated and analyzed from our components, services, and systems
across multiple domains,
we can generate unprecedented, unimagined encounters.

Such 'forced happenstance' can inspire us to create unique new value through the continuous technological
innovation and our ceaseless creativity.

Introducing, "Serendie", named after the key elements of *serendipity* and *digital engineering*, which sit at the heart
of Mitsubishi Electric Group's Circular Digital-Engineering.

Serendie engineers serendipity by fusing our data, technologies and creativity to solve the challenges faced by our
customers and society today,
leading to a more vibrant and sustainable world for all.

Serendie is a pending trademark of Mitsubishi Electric Corporation.

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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 5,257.9 billion yen (U.S.\$ 34.8 billion*) in the fiscal year ended March 31, 2024. For more information, please visit www.MitsubishiElectric.com

*U.S. dollar amounts are translated from yen at the rate of ¥151=U.S.\$1, the approximate rate on the Tokyo Foreign Exchange Market on March 31, 2024