

FOR IMMEDIATE RELEASE

No. 3779

Customer Inquiries

Media Inquiries

Factory Automation DX Division
Factory Automation Systems Group
Mitsubishi Electric Corporation

Public Relations Division

Mitsubishi Electric Corporation

www.MitsubishiElectric.com/fa/support/

prd.gnews@nk.MitsubishiElectric.co.jp
www.MitsubishiElectric.com/news/

ICONICS to be Renamed Mitsubishi Electric Iconics Digital Solutions

Will enhance market recognition and talent acquisition under Mitsubishi Electric brand

TOKYO, March 13, 2025 – [Mitsubishi Electric Corporation](https://www.mitsubishielectric.com) (TOKYO: 6503) announced today that ICONICS, Inc., its U.S.-based software subsidiary engaged in the development, marketing and servicing of supervisory control and data acquisition (SCADA)* software and cloud applications, will change its name to Mitsubishi Electric Iconics Digital Solutions, Inc. effective April 1, 2025. Additionally, three ICONICS subsidiaries located in the United Kingdom, Czech Republic and Italy will also be renamed during April. Unifying the name under the Mitsubishi Electric brand is expected to enhance the company’s market recognition and global talent acquisition. Additionally, Mitsubishi Electric will leverage its Serendie™ digital platform to accelerate the expansion of ICONICS’ business as well as Mitsubishi Electric’s factory automation digital solutions business.

New Company Names

New Name	Previous Name
Mitsubishi Electric Iconics Digital Solutions, Inc.	ICONICS, Inc.
Mitsubishi Electric Iconics Digital Solutions UK Ltd.	ICONICS U.K. Limited
Mitsubishi Electric Iconics Digital Solutions Czech s.r.o.	ICONICS Czech s.r.o.
Mitsubishi Electric Iconics Digital Solutions Italy S.r.l.	ICONICS Italy S.r.l.

About ICONICS, Inc.

Country	USA
Company Name	ICONICS, Inc.
President & CEO	Ted Hill
Location	2 Hampshire Street, Suite 300, Foxborough, MA 02035, USA
Foundation	June 1986
Business	Development, sales and services of SCADA software and cloud-applications

* Software combined with programmable logic controllers and other automation products to monitor and gather data from productions sites.

About Subsidiaries of ICONICS, Inc.

Country	United Kingdom
Company Name	ICONICS U.K. Limited
President & CEO	Clive Walton
Location	1 Castle Court Dudley, DY1 4RD United Kingdom
Foundation	May 1996
Business	Development, sales and services of SCADA software and cloud-applications

Country	Czech Republic
Company Name	ICONICS Czech s.r.o.
Managing Director	ZDENĚK ZADÁK
Location	Klatovská třída 416/22, Jižní Předměstí, 301 00 Plzeň
Foundation	June 2024
Business	SCADA software development

Country	Italy
Company Name	ICONICS Italy S.r.l.
Director	Ted Hill
Location	Via Corsica 14/2D Genoa, 16128 Italy
Foundation	January 2011
Business	SCADA software development

“Serendie” is a registered trademark of Mitsubishi Electric Corporation.

###

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