

Mitsubishi Electric's 'Threebots' Interactive Robot Installation Receives Several Awards

- Innovative presentation wins Cutting Edge Award, FWA Award and receives nomination for 'German Design Award'
- Interactive technology used to communicate product information to visitors
- Robot display features as part of first ever in-house exhibit of wide range of Mitsubishi Electric products and solutions

Ratingen - July 14, 2016 – Mitsubishi Electric's interactive robotic installation known as 'Threebots' has received several coveted awards since its installation at the new German branch office in Ratingen. They include the 'Cutting Edge Award' presented by Adobe, and 'FWA' (thefwa.com) the latter of which was awarded by a jury of more than 200 experts in recognition of projects that use cutting-edge technology to communicate knowledge. In addition, the entire exhibition 'The World of Mitsubishi Electric', of which 'Threebots' is a part, has been nominated for a 'German Design Award'.

The exhibition 'The World of Mitsubishi Electric' provides a walk-through presentation of the company's wide-range of technologies and how they are used. General Manager of Mitsubishi Electric Germany, Mr Georg Jennen commented "We set ourselves the task of producing an interesting display which demonstrates Mitsubishi Electric's products and how they are used. The three robots used as part of the exhibition not only demonstrate our robotic technology capabilities, but also vividly illustrate our other product ranges".

In addition to the robots, 90% of the components in the entire exhibition are Mitsubishi Electric's own products and solutions. The displays, servo-motors, controllers and the control technology which drives 'Threebots', as well as the three articulated robots and 27-inch displays combine to perform a continuous perfectly coordinated routine featuring simultaneous animations on the monitors. This technically challenging choreography and its effortless motion was one of the key reasons that the jury chose Threebots for the Cutting Edge Award.

The independent operation of Threebots can be interrupted at any time by visitors using a touchpad. They can then select a product or component to find out more detailed information which is provided at line-of sight by the robots and their monitors. After a short period, the robots return to their programmed routine. "Visitors are often spellbound by the agile and precise movements of the robots" explains Mr. Jan-Philipp Liersch, Product Manager for Robots at Mitsubishi Electric Germany. "We deliberately choreographed the robots to break with conventional robotic motion patterns and we think this makes the display particularly impressive".

The World of Mitsubishi Electric exhibition can be found in the entrance foyer of the new Germany headquarters in Ratingen-Ost and is supported by an exhibition guide available in German, English and Japanese. For more information contact Mitsubishi Electric Europe B.V. Mitsubishi Electric Platz 1, 40882 Ratingen, Germany. Tel.: +49 (0) 21 02 - 4 86 - 0, Email: pr@meg.mee.com, <http://de.mitsubishielectric.com>.

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About Mitsubishi Electric

For over 90 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 135,000 employees, the company had earned a consolidated revenue of USD 38.8 billion at the end of the business year on 03/31/2016*. 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 03/31/2016 (Source: Tokyo Foreign Exchange)

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