

## Press Release

### **Mitsubishi Electric at CeBIT 2017 The Connected Car, Autonomous Driving and Internet of Things (IoT)**

*A system which creates precise 3D street maps for safe autonomous driving, a concept car which uses advanced driver assistance systems and an innovative communication application are some of the highlights at the Mitsubishi Electric booth A38/24 in Hall 4*

**Ratingen, March 13, 2017** – Visitors to CeBIT 2017 will glimpse into the future of autonomous driving at the Mitsubishi Electric booth (A38/24) in Hall 4. Showcasing a broad range of solutions which contribute to the high-level of accuracy required for autonomous driving. Mitsubishi Electric's Mobile Mapping System uses a combination of sensors, cameras and lasers mounted on a car roof to collect data in real-time to allow for the creation of centimeter-accurate 3D maps.

The 3D maps are implemented and maintained by Dynamic Map Planning Co. Ltd., a consortium led by Mitsubishi Electric. The goal of the project, which is supported by the Japanese government, is to in a first step process the data collected and produce dynamic maps of all highways in Japan, before expanding the scope to common roads.

The Quasi-Zenith Satellite System and high precision locators, also based on Mitsubishi Electric technology, will offer centimeter-level positioning data required for safe autonomous driving.

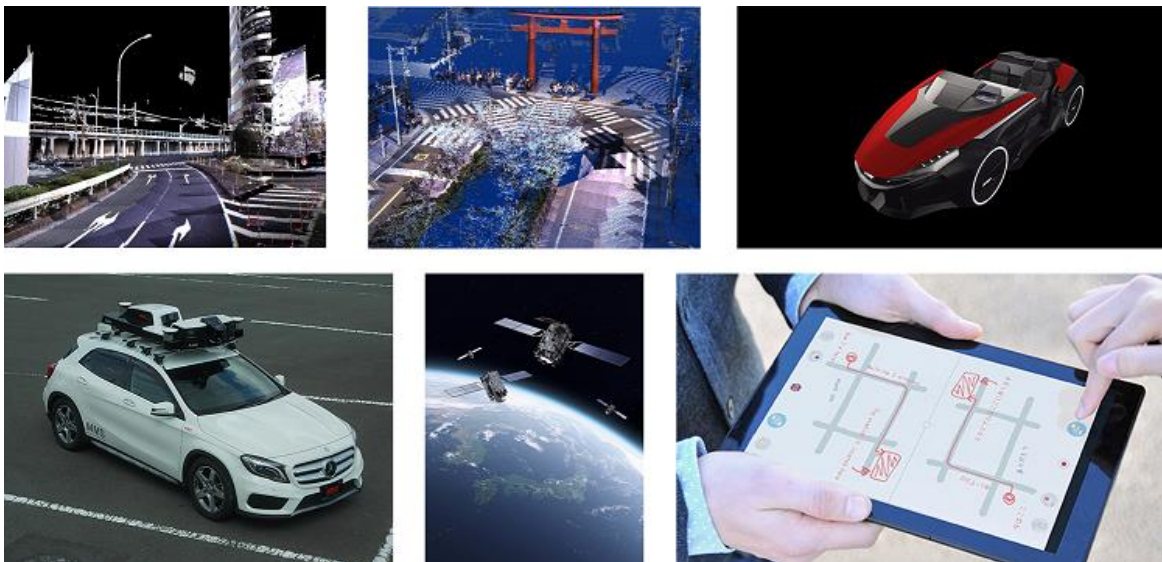
Also being demonstrated on the stand will be Mitsubishi Electric's EMIRAI xDAS 3.1, a concept car which has been designed to be the precursor of autonomous driving. Introducing a range of innovative driver assistance technologies, EMRAI xDAS 3.1 will offer visitors a hands-on experience of the future of driving.

Other technologies from Mitsubishi Electric which will be available to experience on the booth include an innovative communication application which breaks down barriers between people speaking languages unknown to one another, or those who are hearing impaired. The 'Voice Activated Drawing Application' produces spoken words along the finger path

drawn across a tablet display, and is a world-first for this type of application. In combination with innovative drawing and translation features the application allows for easier and more intuitive communication.

On Monday 20<sup>th</sup> March 2017, Mitsubishi Electric Chairman Kenichiro Yamanishi will join a discussion with panelists from across German and Japanese industries. The panel discussion will take place from 12:38 to 13:26 CET as part of the 'Japan Summit'. Among the topics discussed will be 'Internet of Things' (IoT) and 'Society 5.0'. The panel discussion will take place as part of the CeBIT Global Conferences in Hall 8 on the Sakura Stage.

Printable picture material is available for download under the link <https://edelmanftp.box.com/s/lfvqw7t7rfpw1931x1dnlibdops2orsq>.



### **About Mitsubishi Electric**

For 90 years, Mitsubishi Electric has helped create a brighter tomorrow for enterprise customers and consumers globally through leading-edge technologies and products in industries such as information technology and communications, space systems and satellite communications, consumer electronics, industrial technology, energy, transportation and construction as well as climate control and heating technology.

The company has approx 135,000 employees and consolidated revenues of 38.8 billion US dollars for the fiscal year ending on March 31, 2016.

Mitsubishi Electric has sales offices, research & development as well as production facilities in more than 30 countries.

In Germany, Mitsubishi Electric has been present with a subsidiary of Mitsubishi Electric Europe since 1978. Mitsubishi Electric Europe is a fully owned subsidiary of Mitsubishi Electric Corporation, which is based in Tokyo.

For further information:

<http://www.MitsubishiElectric.de>

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