

„Threebots“ in Berlin honored with Red Dot Award

- **“Threebots” receives the coveted Red Dot: Best of the Best!**
- **Robots explain solution concept of the company**
- **Several coveted exhibition „The World of Mitsubishi Electric“ can be visited in Ratingen**

Berlin / Ratingen, 07 November 2016 – On 4 November Mitsubishi Electric was honored during the official Red Dot Gala at “Konzerthalle” in Berlin with the coveted award „best of the best“ and Grand Prix 2016 for its interactive robot application „Threebots“ located in the German Branch in Ratingen. Yuji Suwa, President of the German Branch, and Georg Jennen, General Manager of the German Branch of Mitsubishi Electric, received the award as representatives of the company before about 1.400 invited guests.

“Threebots” consists of three industrial robots, which impress the visitors of the exhibition “The World of Mitsubishi Electric” in Ratingen with an interactive concept and a technically challenging choreography. The continuous perfectly coordinated routine featuring simultaneous animations on the monitors and its effortless motion does not only demonstrate the robotic technology capabilities, but also vividly illustrates other product ranges of Mitsubishi Electric.

The deliberately choreographed robots break with conventional robotic motion patterns and this makes the display particularly impressive.

Under the web address <https://www.youtube.com/mitsubishielectricde> movies of the coveted exhibition „The World of Mitsubishi Electric“ and of the robot application “Threebots” are accessible. Furthermore, the exhibition in the foyer of the German Branch in Ratingen can be visited during normal business hours.

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)

Further information:

<http://global.mitsubishielectric.com>

<http://www.mitsubishielectric.de>

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Yuji Suwa, President of the German Branch of Mitsubishi Electric (2.f.l.), and Georg Jennen, General Manager of the German Branch of Mitsubishi Electric (r.) received the Red Dot Award together with Andreas Schimmelpfennig and Sarah Böckenhüser, both Elastique GmbH, Cologne.

Photo: Red Dot / Mitsubishi Electric



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Photo: Red Dot / Mitsubishi Electric



The exhibition concept „The World of Mitsubishi Electric“ with “Threebots” is already honored with several awards.

Photos: Mitsubishi Electric
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