

## **Mitsubishi Electric and Visual Components Form JV for 3D Simulators**

**16 November 2023**

**Mitsubishi Electric Corporation (TOKYO: 6503) have recently announced that it will partner with Visual Components headquartered in Espoo, Finland in a joint venture company, named ME Industrial Simulation Software Corporation, to develop and sell 3D simulators for manufacturing applications. Mitsubishi Electric and Visual Components will hold 70% and 30% stakes respectively in the company, which will begin operating on November 1.**

Through the new company, Mitsubishi Electric plans to enhance its digital twin platform for circular digital-engineering business solutions. Visual Components' software is compatible with Mitsubishi Electric's factory-automation (FA) products thanks to standard functions for connecting with PLCs and robots as well as interfaces for expanding the functionality of 3D simulators. By combining Mitsubishi Electric's advanced control technology and manufacturing expertise with Visual Components' technology, the JV is expected to further strengthen the functionality and services of Mitsubishi Electric's "MELSOFT Gemini"\* 3D simulator, which customers use to overcome labor shortages, improve productivity and upgrade the quality of their manufacturing.

The JV's development base in Finland will enable it to fully leverage Visual Components' development expertise in order to verify device control using 3D simulators, upgrade design efficiencies through control-logic generation, and improve productivity through the utilization of extensive manufacturing data. Furthermore, the customized-solution capabilities of Visual Components' sales engineers will enable Mitsubishi Electric's FA

Systems business to better meet the diverse manufacturing needs of customers, particularly in Japan and other Asian markets where Mitsubishi Electric's presence is particularly strong.

"For companies aiming to optimize the entire product lifecycle, 3D simulation is essential," said Mikko Urho, CEO of Visual Components. "This joint venture allows us to maximize synergy by combining Visual Components' excellent 3D simulation software with Mitsubishi Electric's manufacturing expertise. Through this synergy, we will accelerate the realization of digital manufacturing and contribute to enhancing our customers' competitiveness."

"Our FA Systems business is focused on overcoming diverse manufacturing challenges in today's business environment. Our FA products support the aggregation and analysis of data from devices and equipment in manufacturing sites to enhance solutions for the engineering chains of customers," said Toshie Takeuchi, Group President of Factory Automation Systems Group at Mitsubishi Electric. "Our joint venture with Visual Components will combine the strengths of our two companies to support wide-ranging manufacturing sites."

Today's manufacturers face challenges including labor shortages in certain markets as well as needs for improved productivity and quality. Mitsubishi Electric's FA Systems business has been strengthening its software lineup and support for the full realization of digital manufacturing. The MELSOFT Gemini 3D simulator released last year provides a digital twin platform that uses 3D technology to create virtual production lines and facilities in digital spaces, allowing customers to reduce design, equipment and line setup workloads as well as lower the total cost of ownership (TCO) in their engineering chains.

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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 4,476.7 billion yen (U.S.\$ 36.7 billion\*) in the fiscal year ended March 31, 2022.

For more information, please visit [www.MitsubishiElectric.com](http://www.MitsubishiElectric.com)

*\*U.S. dollar amounts are translated from yen at the rate of ¥122=U.S.\$1, the approximate rate on the Tokyo Foreign Exchange Market on March 31, 2022.*

### **About Mitsubishi Electric Factory Automation Business Group**

Offering a vast range of automation and processing technologies, including controllers, drive products, power distribution and control products, electrical discharge machines, electron beam machines, laser processing machines, computerized numerical controllers, and industrial robots, Mitsubishi Electric helps bring higher productivity – and quality – to the factory floor. In addition, its extensive service networks around the globe provide direct communication and comprehensive support to customers. The global slogan “Automating the World” shows the company’s approach to leverage automation for the betterment of society, through the application of advanced technology, sharing know how and supporting customers as a trusted partner.

For more about the story behind “Automating the World” please visit:

[www.MitsubishiElectric.com/fa/about-us/automating-the-world](http://www.MitsubishiElectric.com/fa/about-us/automating-the-world)

### **Factory Automation EMEA**

Mitsubishi Electric Europe B.V., Factory Automation EMEA has its European headquarters in Ratingen near Dusseldorf, Germany. It is a part of Mitsubishi Electric Europe B.V. that has been represented in Germany since 1978, a wholly owned subsidiary of Mitsubishi Electric Corporation, Japan. The role of Factory Automation EMEA is to manage sales, service and support across its network of local branches and distributors throughout the EMEA region.

For more information, please visit [emea.mitsubishielectric.com/fa](https://emea.mitsubishielectric.com/fa)

### **About e-F@ctory**

e-F@ctory is Mitsubishi Electric's integrated concept to build reliable and flexible manufacturing systems that enable users to achieve many of their high speed, information driven manufacturing aspirations. Through its partner solution activity, the e-F@ctory Alliance, and its work with open network associations such as the CC-Link Partners Association (CLPA), users can build comprehensive solutions based on a wide ranging "best in class" principle.

In summary, e-F@ctory and the e-F@ctory Alliance enable customers to achieve integrated manufacturing but still retain the ability to choose the most optimal suppliers and solutions.

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