

The new Mitsubishi Electric's GENESIS version 11: Future-ready manufacturing with strong focus on ROI

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An interview with Christian Nomine, European Strategic Product Manager Visualisation & Analytics, Mitsubishi Electric Europe B.V.

As manufacturing facilities face increasing pressure to improve efficiency while reducing costs, Mitsubishi Electric introduces GENESIS version 11. In our conversation with Christian Nomine, Strategic Product Manager Visualisation & Analytics at Mitsubishi Electric Europe B.V., we explore the platform's specific functionalities and practical applications in manufacturing and sustainability initiatives.



Image caption: Interview with Christian Nomine

[Source: Mitsubishi Electric Europe]

Exploring GENESIS version 11 capabilities with Christian Nomine

Journalist: Christian, what key innovations does GENESIS version 11 bring to industrial automation?

Christian Nomine: GENESIS version 11 delivers three tangible improvements: unlimited tag licensing that eliminates cost barriers to scaling, a built-in industrial historian that replaces third-party data loggers, and 3D visualization with web-based monitoring capabilities. These allow manufacturers to expand their systems without additional fees, consolidate their data infrastructure, and troubleshoot issues faster through enhanced remote visibility."

Journalist: One significant change in GENESIS version 11 is the unlimited licensing model. How does this affect companies' approach to automation?

Christian Nomine: Removing restrictions on tags and client connections changes how automation projects are planned. Companies no longer need to account for additional licensing fees when scaling their systems, allowing them to focus on development and innovation. This makes the platform more accessible and cost-effective, particularly for companies beginning their digital transformation. It has a significant impact on project planning and long-term cost management.

Journalist: Integration is often challenging. How does GENESIS version 11 help companies connect modern technologies with their existing systems?

Christian Nomine: GENESIS version 11, built on .NET 8 architecture, integrates with Mitsubishi Electric automation products while supporting third-party systems through standard protocols like OPC UA and MQTT. The integration process has been simplified – engineers can connect to various systems with minimal configuration. Additionally, cybersecurity features and redundancy models ensure these integrations remain secure and reliable.

I recently spoke with David Bean, our UK expert, who emphasised the importance of these features for British infrastructure sectors such as transport and water utilities. In the UK, as in EU countries, compliance with the NIS2 directive is mandatory for critical infrastructure, and our platform's security features support our customers meeting these requirements.

Journalist: Time to market is important in today's dynamic manufacturing environment. How does GENESIS version 11 reduce implementation time?

Christian Nomine: We've concentrated on streamlining the project development and deployment process. With automated configuration tools, ready-made templates and no-code deployment options, we can reduce implementation time from weeks to days. This efficiency translates to faster returns on investment.

In Poland, Michał Cydzik, our Product Manager for Control Systems in the CEE region, has observed a significant reduction in typical project implementation costs, making advanced automation accessible to a broader range of businesses.

Journalist: How does this solution help companies achieve their sustainability goals?

Christian Nomine: GENESIS version 11 offers real-time monitoring and business intelligence tools to better understand and optimise energy use and minimise waste. It helps companies implement energy-saving measures and track and report their carbon footprint reduction progress. GENESIS version 11 in combination with our added-value EcoAdviser solution and its predictive maintenance capabilities, significant reductions in energy consumption and emissions can be achieved, aligning with global sustainability targets.

Journalist: How does GENESIS version 11 handle the increasing amounts of data generated by modern manufacturing processes?

Christian Nomine: GENESIS version 11 is designed to efficiently manage large data volumes through its built-in industrial historian. This integrated solution eliminates the need for external loggers and complex scripting, keeping all critical data within a single platform.

The key advantage is transforming raw data into practical information. The historian doesn't just collect data – it makes it immediately useful for decision-making. Companies use these capabilities to implement predictive maintenance programmes, optimise production schedules and improve quality control.

Journalist: Could you provide specific examples of this platform's applications?

Christian Nomine: GENESIS version 11 has been applied in wastewater treatment plants, data centres and process industries. In wastewater treatment plants, its distributed architecture with redundant servers ensures continuous data collection and control – critical for essential infrastructure. In data centres, the platform handles numerous PLCs and device connections, enabling efficient monitoring and management.

System integrators can now offer "Maintenance as a Service" using GENESIS in the cloud, allowing them to provide comprehensive monitoring and reporting services, creating new revenue streams and adding significant value.

Journalist: Looking ahead, what do you see as the biggest challenges and opportunities for the industry regarding automation, and how does GENESIS version 11 address these?

Christian Nomine: Manufacturers face two specific technical challenges: the high cost of expanding tag-based licensing and vulnerability to cyber threats. GENESIS Version 11 directly addresses these with its unlimited licensing model that eliminates per-tag fees, and better security through encrypted communications and role-based access control integrated with Microsoft Active Directory. These improvements allow companies to scale from small applications to enterprise-wide deployments without budget constraints, while meeting today's cybersecurity standards

Journalist: Thank you, Christian, for sharing these insights about GENESIS Version 11.

Christian Nomine: Thank you for the opportunity to discuss how our platform supports manufacturing efficiency in various industries.

About Mitsubishi Electric Corporation

With more than 100 years of experience in providing reliable, high-quality products, Mitsubishi Electric Corporation (TOKYO: 6503) is a recognised 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 5,521.7 billion yen (U.S.\$ 36.8 billion*) in the fiscal year ended March 31, 2025.

For more information, please visit www.MitsubishiElectric.com

*U.S. dollar amounts are translated from yen at the rate of ¥150=U.S.\$1, the approximate rate on the Tokyo Foreign Exchange Market on March 31, 2025.

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, computerised 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 leveraging 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

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. which 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

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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