



**Mitsubishi Electric unveils integration of Iconics and EcoAdviser Platforms that revolutionise energy management with Artificial Intelligence**

**Ratingen, 12th September 2024**

**Mitsubishi Electric introduced the integration of Iconics and EcoAdviser platforms, a groundbreaking solution designed to revolutionize energy management with Artificial Intelligence capabilities. This combination is set to drive operational efficiency, sustainability, and significant cost savings for businesses across various sectors.**

*„By bringing together ICONICS' expertise in automation software and sustainability solutions with EcoAdviser's energy-saving capabilities, this integration offers a comprehensive approach to improving industrial efficiency. It addresses multiple aspects of manufacturing, from machine management and energy consumption to data analysis and regulatory compliance, providing industries with powerful tools to optimize their operations and enhance sustainability efforts.” - explains Yasuharu Takeda, Technical Marketing Manager Strategic Product and Commercial Marketing at Mitsubishi Electric.*



*Yasuharu Takeda, Technical Marketing Manager Strategic Product and Commercial*

*Marketing at Mitsubishi Electric. [Source: Mitsubishi Electric Europe]*

**3 key features of Iconics and EcoAdviser platforms:**

**1. Energy analytics**

*Identifies and quantifies energy losses and identifies optimization opportunities.*

**2. Detailed dashboards**

*Provides a comprehensive overview of energy metrics.*

**3. Automated reporting**

*Generates detailed reports on energy consumption and efficiency.*

*Mitsubishi Electric's integrated Iconics and EcoAdviser platforms offer a unified solution for industrial automation and energy management. This*



*powerful synergy enhances operational efficiency, promotes sustainability, and drives cost savings, helping businesses achieve new levels of performance and competitiveness.*

**Key benefits include:**

**1. Unified data platform**

*Combines real-time data visualization with energy optimization, simplifying management.*

**2. Enhanced efficient operational improvements**

*Enriches analysis and estimation of energy loss and factors with energy data for proactive and timely interventions.*

**3. Integrated dashboards and reporting**

*Customizable dashboards and comprehensive reports cover all aspects of operations and energy management.*

**Benefits for stakeholders**

**1. Plant Managers**

*Gain a comprehensive view of operations, enabling informed decision-making and enhanced control.*

**2. Engineers and technicians**

*Benefit from integrated diagnostics tools for proactive maintenance and quicker problem resolution.*

*Explore the combined power of Iconics and EcoAdviser today and transform your operations with Mitsubishi Electric's innovative solutions.*



[Source: Mitsubishi Electric Corporation]

Iconics and EcoAdviser

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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 5,257.9 billion yen (U.S.\$ 34.8 billion\*) in the fiscal year ended March 31, 2024. For more information, please visit [www.MitsubishiElectric.com](http://www.MitsubishiElectric.com)

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**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 Ireland**

Mitsubishi Electric Europe B.V. Factory/Industrial Automation- Ireland is located in Dublin, Ireland. It is a part of the European Factory Automation Business Group based in Ratingen, Germany which in turn is part of Mitsubishi Electric Europe B.V., a wholly owned subsidiary of Mitsubishi Electric Corporation, Japan.

The role of Industrial Automation – Irish Branch is to manage sales, service and support across its network of local distributors throughout Ireland

For more information, please visit [ie.mitsubishielectric.com/fa](http://ie.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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[marketing@me.ie](mailto:marketing@me.ie)



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**Press contact:**

**Mitsubishi Electric Europe B.V. - Irish Branch**

**Rachel O' Brien**

Marketing & PR

01 454 4544

Fax: 01 454 4545

M: 087 909 0000

City Centre

Sales: 01 454 4544

Enquiry: 01 454 4544

[www.mitsubishi-electric-emea.com](http://www.mitsubishi-electric-emea.com)

[marketing@me.ie](mailto:marketing@me.ie)

**PR Agency:**

**DMA Europa Group**

**Kiki Anderson**

01 454 4544

Sales: 01 454 4544

[www.dma.europa.com](http://www.dma.europa.com)

[kiki@dma.europa.com](mailto:kiki@dma.europa.com)