

Mitsubishi Electric Launches Global Awareness Campaign About the Relevance of Factory Automation Systems

Ratingen, Germany 27 September 2023

Mitsubishi Electric has started a global awareness campaign using a series of illustrative stories, each accompanied by a striking visual, aimed at a broad audience not only from the manufacturing industries. The company hopes to bring readers to understand the relevance of factory automation to them in their everyday lives, as well as providing manufacturers with a vision of a future enabled by the use of factory automation. The materials will be used in a variety of marketing activities, ranging from websites to exhibitions and advertisements.



Image Caption: Mitsubishi Electric’s main story is titled “Let’s manufacture what matters to you.”

[Source: Mitsubishi Electric Europe, Germany]

The foundational story and visual is titled “Let’s manufacture what matters to you.” It illustrates, through the use of a rocket as an example, that in the future, the design, manufacture and logistics of products will be tailored to each

individual's needs, while being delivered with efficiency and speed.

The second story-visual combination is focused on how digital technologies will be driving advanced manufacturing in the future and is titled “Digitally multiplying the potential of manufacturing.” It explains how digital technology and data utilization will set manufacturing free from traditional constraints, leading to increased productivity and quality while eliminating waste and errors.



Image Caption: “Digitally multiplying the potential of manufacturing” encapsulates the relationship between digital technologies and manufacturing.

[Source: Mitsubishi Electric Europe, Germany]

The third and final vignette, titled “Manufacturing made sustainable.”, focuses on how sustainable manufacturing will support the creation of a sustainable world. It explains that, for example, efficiency is not only good business sense, but it also has less impact on the environment.



Image Caption: Sustainability is a key topic for everyone, but also offers several different viewpoints as illustrated in “Manufacturing made sustainable.”

[Source: Mitsubishi Electric Europe, Germany]

The three themes, their explanations and key visuals, are all aimed at making the topic of factory automation “accessible” to all members of society. For example, the repeated “girl in the red dress” and robot arm memes highlight that automation exists to support and aid humans to achieve their goals, from helping to create the product or service that is wanted, to customizing it to an individual’s needs, and ensuring that process has minimal impact on the environment. This approach is not in isolation but within the context of supporting society to remain sustainable through employment and countermeasures to the aging workforce, the need for manufacturing flexibility and agility while remaining profitable, and the greater use of technological advancements that deliver life benefits.

For more on the commitment to sustainability from Mitsubishi Electric Factory Automation Systems. Please visit:

<https://www.mitsubishielectric.com/fa/about-us/sustainability/index.html>

The image(s) distributed with this press release are for Editorial use only and are subject to copyright. The image(s) may only be used to accompany the press release mentioned here, no other use is permitted.

-/END/-

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 5,003.6 billion yen (U.S.\$ 37.3 billion*) in the fiscal year ended March 31, 2023.

For more information, please visit www.MitsubishiElectric.com

**U.S. dollar amounts are translated from yen at the rate of ¥134=U.S.\$1, the approximate rate on the Tokyo Foreign Exchange Market on March 31, 2023.*

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

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

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.

**e-F@ctory, iQ Platform are trademarks of Mitsubishi Electric Corporation in Japan and other countries.*

**Other names and brands may be claimed as the property of others.*

**All other trademarks are acknowledged*

Follow us on:



youtube.com/user/MitsubishiFAEU



twitter.com/MitsubishiFAEU



[www.linkedin.com/Mitsubishi_Electric -
Factory Automation EMEA](https://www.linkedin.com/Mitsubishi_Electric_-_Factory_Automation_EMEA)

Press contact:

Mitsubishi Electric Europe B.V.

Factory Automation EMEA

Monika Torkel

Media Relations

Mitsubishi-Electric-Platz 1

40882 Ratingen, Germany

Tel: +49 (0)2102 486-2150

Mob: +49 (0)172 261 4824

Monika.Torkel@meg.mee.com

de.linkedin.com/in/Monika-Torkel

www.xing.com/Monika_Torkel

Story/Editor:

DMA Europa Ltd.

Philip Howe

Progress House, Great Western

Avenue, Worcester, UK, WR5 1AQ

Tel.: +44 (0)1905 917477

philip@dmaeuropa.com

www.dmaeuropa.com

Distribution/Circulation:

MEPAX

Jessica REITMAIER

Tel.: +34 (0) 695 202 002

j.reitmaier@mepax.com

www.mepax.com