

MITSUBISHI ELECTRIC CORPORATION
PUBLIC RELATIONS DIVISION
7-3, Marunouchi 2-chome, Chiyoda-ku, Tokyo, 100-8310 Japan

FOR IMMEDIATE RELEASE

No. 3170

Customer Inquiries

Media Inquiries

Industrial Design Center
Mitsubishi Electric Corporation
www.MitsubishiElectric.com/ssl/contact/company/rd/form
www.MitsubishiElectric.com/company/rd/

Public Relations Division
Mitsubishi Electric Corporation
prd.gnews@nk.MitsubishiElectric.co.jp
www.MitsubishiElectric.com/news/

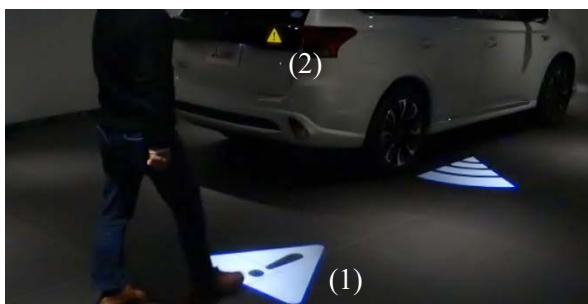
Mitsubishi Electric Develops Ground-illuminating Indicators for Vehicles

Safe and Secure Lighting System realizes interactive, easy-to-see, animated illuminations

TOKYO, February 8, 2018 – [Mitsubishi Electric Corporation](http://www.mitsubishi-electric.com) (TOKYO: 6503) announced today a new automotive indicator system that projects animated illuminations on road surfaces around the vehicle, which can change in response to approaching passersby, to realize highly intuitive, easy-to-see warnings about the vehicle's intended movements for enhanced road safety.



Animated illuminations projected on road surfaces are highly visible even in bad weather



Three types (1, 2 and 3) of animated illuminations change when sensors detect nearby pedestrians

The road-projected illuminations effectively warn others about the vehicle's movements and actions even in bad weather. The illuminations' animation patterns change when various sensors in the vehicle detect changes in the area around the vehicle, such as an approaching pedestrian. The system also uses interior illuminations to keep the driver well informed about the area around the vehicle.



Tools for developing and evaluating new indicator system

The new system includes a development and evaluation tool that manufacturers can use to check illumination patterns before installing the system in vehicles.

Illuminated indicators for intuitive communication with other vehicles and pedestrians offer important advantages for automotive safety. Since the movements and actions of future autonomous vehicles could be difficult to interpret, these vehicles will require extra-intuitive illuminated indicators to communicate effectively with other drivers and pedestrians. Also, according to research conducted in 2016 by the Institute for Traffic Accident Research and Data Analysis, about 60 percent of pedestrian fatalities on roads occur at night, so illuminated projections that are clearly visible in the dark are expected to help reduce such fatalities.

Mitsubishi Electric will continue refining its technologies for enhanced automotive safety and accident prevention.

###

About Mitsubishi Electric Corporation

With over 90 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. Embracing the spirit of its corporate statement, Changes for the Better, and its environmental statement, Eco Changes, Mitsubishi Electric endeavors to be a global, leading green company, enriching society with technology. The company recorded consolidated group sales of 4,238.6 billion yen (US\$ 37.8 billion*) in the fiscal year ended March 31, 2017. For more information visit:

www.MitsubishiElectric.com

*At an exchange rate of 112 yen to the US dollar, the rate given by the Tokyo Foreign Exchange Market on March 31, 2017