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## **Mitsubishi Electric to Exhibit at CEATEC 2024**

*Advanced technologies and solutions created by merging various types of data*



Rendition of Mitsubishi Electric booth

**TOKYO, September 12, 2024** – [Mitsubishi Electric Corporation](https://www.mitsubishielectric.com) (TOKYO: 6503) announced today that it will exhibit advanced technologies and solutions under the theme of “Transforming the world through serendipity” during CEATEC 2024 at Makuhari Messe (Block 5H103, Exhibition Hall No. 5) in Chiba, Japan from October 15 to 18. CEATEC 2024 will be a comprehensive exhibition of digital innovation, gathering people, technologies and information from diverse industries and business sectors to envision Society 5.0, a world that will combine economic development with solutions to major problems facing human civilization.

Mitsubishi Electric has positioned sustainability as the cornerstone of its corporate management as it strives to transform itself into a “Circular Digital-Engineering” company capable of analyzing and utilizing diverse data to create sustainable value and solve various problems through its businesses. As part of accelerating this transformation, in May 2024 the company launched its Serendie™ digital platform to facilitate unprecedented interactions among equipment, systems and services in diverse fields, and then to innovatively aggregate the resulting data and knowledge, which will help contribute to creating solutions that address increasingly complex issues in society.

Mitsubishi Electric’s exhibition will present an overview of Serendie as well as technologies and solutions created through data interactions in three main areas: “Serendie City,” “Contribution to Decarbonization” and “Contribution to Solving the Labor Shortage Problem.” In addition, the company will introduce a demonstration that uses high-speed, high-precision equipment and control technology.

## **Theme**

***Transforming the world through serendipity***

## **Exhibits**

### **1) “Serendie City”**

Focusing on the serendipity of data, Mitsubishi Electric will showcase future solutions created by aggregating data from diverse products and services, ranging from home appliances to space technology, implemented in buildings and throughout communities to enhance people’s lifestyles and the environment.

### **2) “Contribution to Decarbonization”**

- Digital technology that virtually recreates the real world using time and space data: “GeoCLOVER™” (interactive experience)

AI and IoT data are being used to make offices, factories, cities, and other places more comfortable and energy efficient. The exhibit will present digital technologies that contribute to sustainable infrastructure and the realization of a safe and secure society. These include AI-based data mining and future forecasting. A diorama replicating a store in the real world will be integrated with digital spaces. This will allow people to use temperature and object-location data to visualize the energy consumption and human comfort of air conditioners and other equipment. Visitors, regardless of expertise, will be able to experience the process of creating energy-efficient and environmentally friendly spaces.

- Circular Smart Building Operation and Management Solution (panel display & VR experience)

This virtual-reality exhibit will introduce solutions that combine high-efficiency equipment and net zero energy building (ZEB) to reduce CO<sub>2</sub> emissions, save energy and enhance building comfort. The solutions optimize equipment and building operations, from installation to renewal, by leveraging data on internal environments, equipment and people locations. They also strengthen business continuity planning (BCP) by integrating multiple power sources, including solar power generation, battery storage and other electrical-power generation and storage facilities. Through VR technology, visitors will virtually experience being at the company’s SUSTIE® net zero energy building (ZEB) test facility in Kamakura, Japan, and see how data is being leveraged for its building facility operations.

- Heat-related Total Solutions (panel display & video)

Reducing the cost of electricity and heat in buildings is a critical step in decarbonization efforts aimed at realizing a more sustainable world. These solutions help reduce energy costs for factories, general buildings and other facilities and support carbon neutrality by utilizing data on electricity and heat-energy consumption and facility operations. Thermal system design technologies and energy-

management systems (EMS) are combined in one-stop services covering everything from planning to operation and support for products and services.

### 3) ***“Contribution to Solving the Labor Shortage Problem”***

#### - Behavioral-analysis AI (interactive experience)

At manufacturing sites, much time is spent analyzing and correcting problems associated with inconsistencies in worker operations. The exhibit will demonstrate AI technology that significantly reduces analysis time by using data on ideal and actual motions to visualize deviations in worker operations and worktime. In addition, the results can be easily incorporated into training videos to help workers improve their productivity. Visitors will experience the technology by having their own movements captured on video and to visualize variations on the spot.

#### - Communication Solutions (interactive experience)

In Japan, labor shortages have become a serious problem, so the employment of foreign workers is increasing in various fields, including manufacturing, but this can lead to language barriers. Mitsubishi Electric’s solution helps ensure smooth communication when large numbers of people are involved, such as during morning meetings at factories. Visitors will be able to experience Translate Signage Solution, a solution that combines Japanese and foreign-language data to display translations of scripts or spoken Japanese in multiple foreign languages simultaneously on one screen. Visitors will also be able to experience the voice-activated drawing app “SwipeTalk®” for fun communication by having spoken-word translations appear in a line drawn by their finger on a tablet screen.

#### - Autonomous Micro-Transit Service for Resort Facilities (panel display & video)

The Japanese hotel industry is experiencing a labor shortage due to new resort facilities being opened to handle growing inbound and domestic travel, increasing the demand for solutions that improve operational efficiency. Mitsubishi Electric’s solution analyzes data on historical and real-time guest flows and transportation operations to design pick-up and drop-off schedules for self-driving electric vehicles, as well as charging and maintenance schedules for the EVs, helping to reduce labor needs and improve operational efficiency at individual resorts. The solution also serves as an operations-control system to support the digital transformation of resort facilities over time.

### 4) ***“Initiatives for the Advancement of Component Technologies”***

#### - The fastest robot to solve a puzzle cube: “TOKUFASTbot” (demonstration)

A robot built with Mitsubishi Electric’s high-speed, high-precision factory-automation equipment (components) and control technology has been awarded the GUINNESS WORLD RECORDS™ title for the fastest robot to solve a puzzle cube in May this year.\* Visitors will be able to observe the automated control technology that enables this robot to quickly match each face of a puzzle cube to a specific color.

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\* Recognized on May 21, 2024 by GUINNESS WORLD RECORDS™ at the Component Production Engineering Center located in Hyogo Prefecture, Japan

*Serendie and GeoCLOVER are pending trademarks of Mitsubishi Electric Corporation.*

*SUSTIE and SwipeTalk are registered trademarks of Mitsubishi Electric Corporation.*

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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)

\*U.S. dollar amounts are translated from yen at the rate of ¥151=U.S.\$1, the approximate rate on the Tokyo Foreign Exchange Market on March 31, 2024