

NEWS RELEASE

Mitsubishi Electric Asia Launches The New Integrated Solutions Centre

The new Centre showcases *Mitsubishi Electric's* comprehensive and advanced digital technologies to foster co-creation with customers in creating the next generation integrated solutions



Image 1: Inauguration and official opening of Mitsubishi Electric Integrated Solutions Centre by Mr Kunihiko Seki (Middle), Managing Director of Mitsubishi Electric Asia, Mr Frederick Goh (Left), Director of Corporate Affairs Division, and Mr Jonathan Yeo (Right), Director of Living Environment Division, with a ribbon cutting ceremony

SINGAPORE, 2 February 2023 - Mitsubishi Electric Asia announced the inauguration of its Integrated Solutions Centre, an experiential space developed for customers and partners to reimagine the possibilities that Mitsubishi Electric could offer with their comprehensive and advanced digital technologies.

In line with the Group's corporate strategy for fiscal year 2023, Mitsubishi Electric aims to transform into a "Circular Digital-Engineering" company through co-creation and by integrating knowledge within and outside the Group, providing evolved integrated solutions to address the diversified social and environmental challenges.

The Integrated Solutions Centre comprises of three distinctive showcase areas, with the emphasis to support the specific needs of every customer and partner, at the same time to

strive towards the common goal of growth and sustainability. To achieve that, Mitsubishi Electric endeavours to strengthen their core components, field knowledge and advanced digital technologies, through open innovation and utilisation of accumulated data insights, to provide high added-value solutions to address the increasing complex social and business challenges.

The three showcase areas are:

1) Integrated Solutions Wall

It features how integrated solutions impact our daily life, portrayed through a series of short clips, showcasing Transportation, Building, Water Treatment, Data Centre and Factory Automation Solutions.



Image 2: Integrated Solutions Wall

2) **Lifestyle Innovation Centre**

Experience the latest lifestyle technologies, products and building management solutions that realises high-quality energy saving solutions across all fields, contributing to creating a safe, comfortable and decarbonised society.



Image 3: Lifestyle Innovation Centre

3) **ASEAN Technology Centre**

It showcases e-F@ctory (Factory digitalisation solutions), remote monitoring with Internet of Things (IoT) technology and Supervisory Control and Data Acquisition (SCADA), coffee kiosk with MELFA ASSISTA collaborative robot (Cobot) and automated guided vehicle (AGV), 3D immersive plant tour with Virtual Reality (VR) and indoor farming system.



Image 4: ASEAN Technology Centre



Image 5: Coffee serving using collaborative robot, MELFA Assista



Image 6: Automation for indoor farming system

The opening ceremony was graced by 48 business partners and industry players, with First Secretary, Embassy of Japan to Singapore, Mr Takuya Nakanishi and Mr Ryoji Ozawa as the guest of honour.

Mr Kunihiro Seki, Managing Director of Mitsubishi Electric Asia, who delivered his inaugural address and officiated the opening with a ribbon cutting ceremony, said “Over the years, we constantly explore and create new technologies that will serve as our source of growth and the betterment of society.”

“We hope our expanded portfolio can help address the increasing complex social and business challenges, and thereby expand our value proposition.” he added.

Mitsubishi Electric Asia’s strategy to establish the Integrated Solutions Centre reinforces the company’s position to spur technology innovation, while delivering integrated solutions and sustainable products to build urban resilience, tackle climate changes as well as to bring new values to all the stakeholders.

The event ended with a guided tour for guests to visit all three showcase areas followed by a networking lunch.

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About Mitsubishi Electric Asia

Mitsubishi Electric Asia is a subsidiary of Mitsubishi Electric Corporation, a world leading manufacturer of products ranging from home electronics, industrial and factory automation, space systems, public utility systems, semiconductors and devices. Since incorporation as Melco Sales Singapore in 1977, Mitsubishi Electric Asia has been providing reliable, high-quality products to homes, businesses and industries in Asia Pacific.

Located in Singapore, Mitsubishi Electric Asia seeks to be established as a marketing and engineering hub with its well-networked and strategic presence in the region. At Mitsubishi Electric Asia, we live by our pledged commitment to change for the better with every move we make.

For more information, visit: www.MitsubishiElectric.com.sg

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