

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

**FOR IMMEDIATE RELEASE**

**No. 3109**

*Customer Inquiries*

*Media Inquiries*

Information Technology R&D Center  
Mitsubishi Electric Corporation  
[www.MitsubishiElectric.com/ssl/contact/company/rd/form.html](http://www.MitsubishiElectric.com/ssl/contact/company/rd/form.html)  
[www.MitsubishiElectric.com/company/rd/](http://www.MitsubishiElectric.com/company/rd/)

Public Relations Division  
Mitsubishi Electric Corporation  
[prd.gnews@nk.MitsubishiElectric.co.jp](mailto:prd.gnews@nk.MitsubishiElectric.co.jp)  
[www.MitsubishiElectric.com/news/](http://www.MitsubishiElectric.com/news/)

## **Mitsubishi Electric Consolidates AI Technology under “Maisart” Brand**

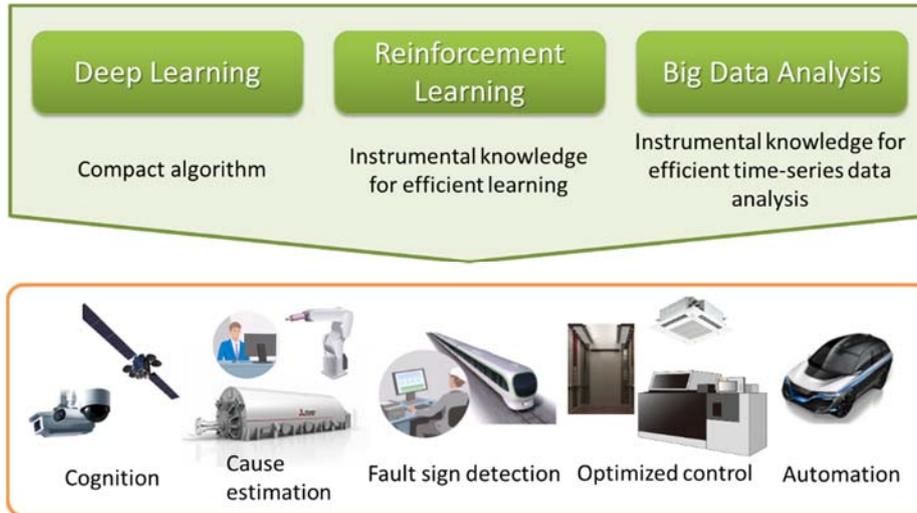
*Making devices smarter and life more secure, intuitive and convenient*

**TOKYO, May 24, 2017** – [Mitsubishi Electric Corporation](http://www.MitsubishiElectric.com) (TOKYO: 6503) announced today its new “Maisart” brand encompassing the company’s proprietary artificial intelligence (AI) technology, including its compact AI, automated design deep-learning algorithm and extra-efficient smart-learning AI. Maisart is an abbreviation for “**M**itsubishi **E**lectric’s **AI** creates the **S**tate-of-the-**ART** in technology.” Under the corporate axiom “Original AI technology makes everything smart,” Mitsubishi Electric is leveraging original AI technology and edge computing to make products smarter and life more secure, intuitive and convenient.



Mitsubishi Electric’s new AI technology mark

Mitsubishi Electric’s new brand is expected to raise awareness of the company’s AI activities, help accelerate AI-based equipment business and promote the wider applicability of AI in diverse business fields, including high-level information processing. The global AI market was estimated to be worth 3.6 trillion yen (approximately US\$ 35 billion) in 2015 and annual growth is expected to average 30 percent, according to Ernst & Young Institute Co., Ltd. Mitsubishi Electric’s original AI technology emphasizes compact deep-learning algorithms and instrumental knowledge for efficient reinforcement learning and efficient time-series big data analysis.



Conceptual rendering for original artificial intelligence technology application

**Trademark**

Approval of the Maisart brand is pending.

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**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](http://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