

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

FOR IMMEDIATE RELEASE

No. 3302

Customer Inquiries

Media Inquiries

Corporate Advertising Division
Mitsubishi Electric Corporation
Adv.pr@px.MitsubishiElectric.co.jp
www.MitsubishiElectric.com/

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

Mitsubishi Electric to Showcase Society 5.0 Vision at CEATEC 2019

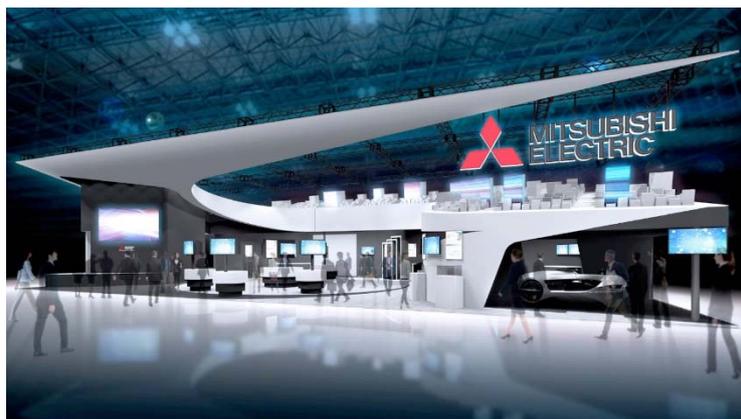
Will introduce cutting-edge technologies aimed at addressing social issues

TOKYO, September 11, 2019 – [Mitsubishi Electric Corporation](http://www.mitsubishielectric.com) (TOKYO: 6503) announced today that it will showcase its vision of Japan’s Society 5.0 by means of hands-on exhibits and demonstrations at CEATEC 2019, taking place at the Makuhari Messe exhibition complex in Chiba, Japan from October 15 to 18. Underpinned by Mitsubishi Electric’s Maisart®* brand of AI technology solutions, the company’s vision incorporates the creation of value aimed at addressing social issues through the use of technology in the categories of "Life", "Industry", "Infrastructure" and "Mobility". Mitsubishi Electric will exhibit on stand A007 in the Total Solution Area of Hall 5, and its displays and exhibits will be presented under the theme of “Mitsubishi Electric and Our Future – Society 5.0 and Sustainable Development Goals Seen from the Present.”

* Mitsubishi Electric's AI creates the State-of-the-ART in technology  **Maisart**

Highlights of the exhibition will include:

- New Augmented Reality (AR) photo/video capture experiences for use on social media and the AR multi-lingual “SwipeTalk Air” application
- “Life Solutions Concept” presented by Mitsubishi Electric
- Multi-lingual speech recognition solutions to support and assist overseas visitors to Japan
- “KOTSUMON” AI technology allowing specific motion sequences in videos to be identified
- Large Aerial Display Signage, for deployment in the entertainment and communication sectors
- Experience-based concept car EMIRAI4 for the Smart Mobility era



The stand will feature exhibits in the following categories:

Life

- For smooth communication that transcends language barriers and disabilities: voice-activated drawing app "SwipeTalk"

Industry

- Hygienic Touch Operable Aerial Display – screens that people can interact with without physical contact
- Energy-saving diagnosis and maintenance work that does not rely on intuition and experience: e-F@ctory solution for visualization of production lines using AR

Infrastructure

- For advanced automated and labor-saving inspection of social infrastructure: the Mitsubishi Mobile Monitoring System for Diagnosis
- High-definition live video transmission test using 5G communications in the 28GHz band

Mobility

- Sensing technology that can accurately detect obstacles even in heavy fog or rain
- High-precision positioning systems enabling the automated operation of agricultural machines, drones, etc.: QZS-compatible high-precision Positioning Receiver AQLOC

About Maisart

Maisart encompasses Mitsubishi Electric'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 "Mitsubishi Electric's AI creates the State-of-the-ART in technology." Under the corporate axiom "Original AI technology makes everything smart," the company is leveraging original AI technology and edge computing to make devices smarter and life more secure, intuitive and convenient.

Maisart is a registered trademark of Mitsubishi Electric Corporation.

###

About Mitsubishi Electric Corporation

With nearly 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. 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 a revenue of 4,519.9 billion yen (US\$ 40.7 billion*) in the fiscal year ended March 31, 2019. For more information visit:

www.MitsubishiElectric.com

*At an exchange rate of 111 yen to the US dollar, the rate given by the Tokyo Foreign Exchange Market on March 31, 2019