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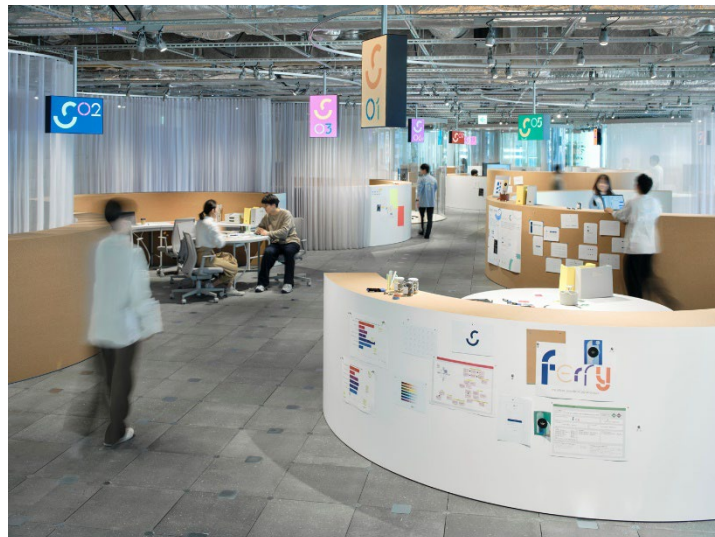
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Mitsubishi Electric Opens “Serendie Street Yokohama” Collaboration Space

Will accelerate digital transformation co-creation with external partners at YOKOHAMA i-MARK PLACE



New co-creation area in YOKOHAMA i-MARK PLACE

TOKYO, January 17, 2025 – [Mitsubishi Electric Corporation](https://www.mitsubishielectric.com) (TOKYO: 6503) announced today the completion of its “Serendie Street Yokohama” project with today’s opening of a co-creation area for collaborating on digital-transformation (DX) initiatives with external partners in the YOKOHAMA i-MARK PLACE building.

Serendie Street Yokohama is a collaboration space that will bring together a wide range of internal and external experts, data and technologies from Japan and abroad to create unprecedented new value. The creation project was launched in April 2023 and its first location, Serendie Street YDB, opened in the Yokohama Dia Building in March 2024.

Mitsubishi Electric is transforming itself into a “Circular Digital-Engineering” company that continuously creates new value through data analysis and utilization. To accelerate this transformation, the company launched the Serendie™ digital platform [in May 2024](#) to create opportunities for the convergence of devices, systems, multi-domain services, and the aggregation of resulting data and insights, which will be used to

address increasingly complex challenges in the society. As the first hub, Serendie Street YDB is focused on nurturing new ways of looking at and thinking about DX development and business creation, supported by the Serendie digital platform.

Some 300 Mitsubishi Electric DX-business employees, based in the YOKOHAMA i-MARK PLACE since October 2024, will use the new co-creation area for internal and external collaboration. Planned and serendipitous encounters will activate various communities and projects that combine diverse knowledge and technologies to create new value. Through co-creation activities with customers and partners, the company aims to create value-added new businesses that address challenges in the society.

Outline of New Co-creation Area

Location	10th Floor, YOKOHAMA i-MARK PLACE, 4-4-5 Minatomirai, Nishi-ku, Yokohama, Kanagawa Prefecture, Japan
Total floor area	2,507m ²
Opening Date	9:00 am to 5:00 pm (closed Saturdays, Sundays, and public & company holidays)
Admission	By reservation only
Overview	Area for collaborating with external experts to conduct tests and gain insights leading to co-creation of unprecedented value

Features of New Co-creation Area

1) Planning and staging spaces for new business creation

- In the “field,” planning space, small, independent teams will engage in discussions and agile testing using the “Scrum” framework for rapid development through repeated short cycles. The semi-open layout will foster insights that transcend project boundaries and support both development activities and agile business creation to nurture business ideas.
- In the “garage” staging space, people will freely prototype ideas through dynamic testing of elemental technologies. The space can be reconfigured as needed to support the rapid hypothesis generation from a user-centric perspective.



“field” space



“garage” space

2) *Circular conference space for interactive communication and community building*

- The “circle” conference space accommodates up to 100 people in a circular layout with no front to encourage interactive rather than one-way interaction, which will support community building. Interactive communication within the communities is expected to lead to new learning and new perspectives across various fields and domains.



“circle” space

3) *Street-like space to facilitate serendipitous encounters*

- The “yokocho” space is designed to encourage free-flowing interaction, similar to the socializing that takes place on an urban sidewalk filled with coffee stands, cafes, etc., to encourage serendipitous encounters among diverse participants. It will also host events to foster new connections between Mitsubishi Electric personnel and customers and partners.



“yokocho” space

Future Development

Mitsubishi Electric will use its new Serendie Street Yokohama collaboration space to accelerate Scrum activities that combine diverse knowledge and technologies in solutions that create new value. Additionally, to strengthen its DX business promotion, the company is planning a “Serendie Street Global” initiative for a global expansion of its value co-creation programs supported by the Serendie digital platform.

Reference

Please visit the following website to learn more about Serendie’s purpose and characteristics, as well as stories about the company’s value-creation initiatives: www.MitsubishiElectric.com/serendie/

“Serendie” is a pending trademark 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

*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