



For Immediate Release

Mitsubishi Electric's PureRide Touchless Control for Elevators Named 2022 CES Innovation Award Honoree

Cypress, Calif. (November 17, 2021) – Mitsubishi Electric US, Inc. today proudly announced that its Elevators and Escalators Division's new [PureRide™ Touchless Control](#) for elevators has been recognized as a [2022 CES® Innovation Awards honoree](#). Sponsored by the Consumer Technology Association (CTA), the CES Innovation Awards is the largest and most influential technology event in the world. Since 1967, the awards have honored breakthrough technologies and global innovators for cutting-edge consumer technology products that transform people's lives and society for the better.



[PureRide Touchless Control](#) provides a simple, no-touch product that enables users to call an elevator and designate a destination floor by placing a hand or finger over a sensor. In recent times where avoiding contact with a potentially contaminated surface or object has become a sound health practice, PureRide offers an elegant design solution that provides safety and peace-of-mind to consumers. To provide even more convenience, users can use a Touch Free Smartphone Elevator Call System application to request an elevator, resulting in less crowded waiting areas. PureRide can be quickly installed in existing elevator systems without having to add any additional conduits or alter wall finishes.



“This recognition further reinforces Mitsubishi Electric’s focus on creating a more connected, sustainable smart society through consumer-facing technology that enhances personal comfort, and safety, and keeps people and business moving,” said Mike Corbo, President and CEO of Mitsubishi Electric US, Inc. “PureRide Touchless Control will forever change the way we interact with and move within offices, residences, hotels, malls and other multi-story facilities.”

“We designed PureRide Touchless Control with the riding public in mind,” said Chris Cole, national sales and marketing manager, with the Mitsubishi Electric US, Inc. Elevator and Escalator Division. “The seamless integration of this technology into existing public spaces helps to create a more efficient environment, leading to a world where on-demand access to elevators and other amenities becomes a standard feature.”

As customers’ needs change and evolve, Mitsubishi Electric continuously strives to find more innovative and effective solutions to meet those needs, including PureRide Vertical Transportation Solutions. Learn more about Mitsubishi Electric US, Inc., elevators and escalators at www.MitsubishiElevator.com.



About Mitsubishi Electric US, Inc. Elevator and Escalator Division

Headquartered in Cypress, California, Mitsubishi Electric US, Inc. Elevator and Escalator Division sells, installs, modernizes and services elevators and escalators. The division is recognized as an industry leader in product quality, reliability, and preventative maintenance programs. Quality in Motion® is inherent in the division's best in class products and people. Quality is at the division's core. The products differentiate themselves through the smooth ride, leading edge technology and unmatched reliability. The commitment continues over the life of the product through the division's intensive service program that maximizes uptime of vertical transportation. Additional information is available at www.MitsubishiElevator.com or 714-220-4700.

About Mitsubishi Electric US, Inc.

Headquartered in Cypress, CA, Mitsubishi Electric US, Inc., is a US affiliate company of Mitsubishi Electric Corporation, and manufactures cooling and heating products, elevators and escalators, space and sensing systems, and semiconductor devices. Mitsubishi Electric contributes to a vibrant and sustainable society through continuous innovation and "Making Changes for the Better." For additional information visit us.mitsubishielectric.com/en.

About Mitsubishi Electric Corporation

With 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." For more information, please visit www.MitsubishiElectric.com

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