

## **Mitsubishi Electric Celebrates Grand Opening of its Western Digital Transformation Hub, Serendie Street Boston**

A first-of-its-kind U.S. innovation hub designed to accelerate digital transformation through co-creation, real-world testing and scalable solutions across industries.

**BOSTON**, June 4, 2026 – Mitsubishi Electric US, Inc. officially celebrates the grand opening of [Serendie Street Boston](#), the company’s first western digital transformation (DX) hub. This opening represents a major milestone in Mitsubishi Electric’s global Serendie co-creation initiative which brings together researchers, startups, customers and partners to turn ideas into deployable solutions. Located in the historic Kendall Square neighborhood of Cambridge, Massachusetts, Serendie Street Boston serves as a new center for co-creation where advanced research, real-world challenges and digital intelligence converge.

Serendie Street Boston brings Mitsubishi Electric’s “Circular Digital-Engineering” vision to the U.S., a strategy designed to help transform the company from a traditional hardware manufacturer into a service-oriented one that creates sustainable value through data, to accelerate innovation across energy, manufacturing, mobility, AI and infrastructure. By connecting Mitsubishi Electric’s global R&D capabilities with local industry leaders, startups and academic institutions, the hub is designed to pilot and scale solutions that address complex societal and business challenges.

“Serendie Street Boston represents a significant step forward in our global strategy to integrate digital intelligence with physical systems and create lasting value for our customers and society,” said Michael Corbo, Executive Officer, Mitsubishi Electric Corporation; President & CEO, Mitsubishi Electric US, Inc. “By establishing a presence in one of the world’s leading innovation ecosystems, near some of the world’s top technology institutes, we access the best talent and creative minds to support this DX hub and strengthen our ability to collaborate, scale new ideas globally and deliver solutions for our customers.”

“We built Serendie Street Boston to be a highly hands-on and collaborative space,” said Kyle Reissner, Vice President of Product Management, Serendie Street Boston, Mitsubishi Electric Iconics Digital Solutions (MEIDS). “Our teams are working closely with customers and partners in real time, testing solutions, iterating quickly and applying insights directly to operational environments. Whether it’s optimizing building systems, improving energy efficiency or integrating AI into existing infrastructure, this space allows us to move faster and deliver practical, measurable outcomes.”

With the opening of Serendie Street Boston, Mitsubishi Electric is further advancing its commitment to co-creation and innovation in the U.S. market. As the company continues to expand its global Serendie network, the Boston hub will play a critical role in shaping next-generation solutions, fostering strategic partnerships and driving meaningful impact across industries for years to come.

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### **About Mitsubishi Electric US, Inc.**

Headquartered in Cypress, CA, Mitsubishi Electric US, Inc., a US affiliate company of Mitsubishi Electric Corporation, supports US innovation initiatives 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 bold innovation and “Making Changes for the Better.” For additional information visit [us.mitsubishielectric.com/en](https://us.mitsubishielectric.com/en) and <https://us.mitsubishielectric.com/serendie/>.

### **About Mitsubishi Electric Corporation**

Guided by its [corporate philosophy](#), Mitsubishi Electric Corporation (TOKYO: 6503) places sustainability at the core of its operations and values stakeholder trust—encompassing society, customers, shareholders and employees. In pursuing profitability, capital efficiency and growth, Mitsubishi Electric works closely alongside customers to develop value-added solutions that address today’s complex challenges while enhancing the company’s sustainable corporate value.

Founded in 1921, Mitsubishi Electric has over a century of experience in delivering reliable, high-quality products and solutions. With over 200 group companies and approximately 150,000 employees worldwide, the company is a recognized global leader in manufacturing, marketing and selling electrical and electronic equipment and systems across a broad range of sectors, including public utility systems, energy systems, defense and space systems, factory automation systems, automotive equipment, building systems, air conditioning systems & home products, digital innovations, and semiconductor & devices. Mitsubishi Electric recorded consolidated revenue of 5,894.7 billion yen (U.S.\$ 36.8 billion\*) in the fiscal year that ended on March 31, 2026. For more information, please visit [www.MitsubishiElectric.com](http://www.MitsubishiElectric.com)

*\*JPY 160=USD 1, the approximate rate on the Tokyo Foreign Exchange Market on March 31, 2026*

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