

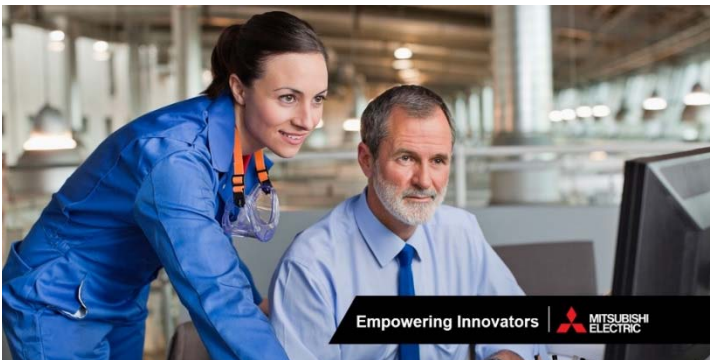


## What is Monozukuri?

Monozukuri is a term that captures the spirit of Japanese manufacturing. The literal translation is “Mono”, representing an item being manufactured, and “Zukuri” meaning the act of making something. Mitsubishi Electric’s vision of the term Monozukuri is “continuous improvement that drives manufacturing excellence to make superior products with distinguished craftsmanship”. Monozukuri is achieved when humans work in harmony with industrial automation technology to build superior products as efficiently and cost effectively as possible. It goes beyond the quality of the end product and considers the manufacturing process itself.

## The Mitsubishi Electric Way

Mitsubishi Electric is a global manufacturer that utilizes its own technology to create an environment where people are empowered to continuously improve the creation, deployment, and maintenance of manufacturing processes. We share our know-how so our customers can implement Monozukuri solutions in practical ways.



The Mitsubishi Electric iQ Monozukuri offering concentrates on improving the productivity, quality, and concepts for achieving process improvements associated with the construction and configuration of applications, and devices. iQ Monozukuri forms a foundation for smart machinery, predictive maintenance, integrated robotics, and an empowered workforce.

The iQ Monozukuri offerings are deployed as packages consisting of pre-engineered application solutions accompanied by technical documentation. iQ Monozukuri packages significantly reduce development and deployment times of industrial automation solutions allowing customers to bring products to market faster, and with greater consistency and efficiency. iQ Monozukuri application solutions are an example of how Mitsubishi Electric is empowering innovators to produce greater value for their organizations.