

For Immediate Release

**Mitsubishi Electric's Interactive Booth Design Features Innovative Technology,
Advanced Sustainability and Immersive Experiences**

*Unique hands-on demos highlight commitment to help create a global smart society;
eye-popping video, graphics and displays showcase the company's purpose and vision*

Visit Mitsubishi Electric at CES: Booth #3541 in the West Hall of the Las Vegas Convention Center

Las Vegas and Cypress, Calif. – January 9, 2024 – From drones to electric motorcycles to an immersive, gamified recycling experience, [Mitsubishi Electric US, Inc.'s](#) Consumer Electronics Show (CES) 2024 booth features a variety of new interactive exhibits that highlight the company's purpose and long-range vision to integrate its products, services and technology across its worldwide business units to help realize a truly sustainable global smart society.

Designed by [Creative Solutions Group \(CSG\)](#), the booth features an elevated visual look and feel as well as a new flow of visual storytelling, including a 407-inch eye-popping video display that is among the largest at CES, compelling booth graphics and other hands-on demonstrations that share how the company is actively advancing a smart and interconnected society through continuous innovation and ceaseless creativity.

"Our CES 2024 booth exemplifies Mitsubishi Electric's passion for changes for the better, showcasing our wide range of electrical and electronic products and systems across a variety of industries that enable us to help build a vibrant, sustainable society," said Mike Corbo, President and CEO of Mitsubishi Electric US, Inc. "Visitors to our booth will see and experience how we help our customers achieve their business goals and – over time – help solve macro social challenges such as accelerating decarbonization, optimizing use and re-use of vital resources, and promoting well-being and inclusion for all people."

"We are pleased to collaborate with Mitsubishi Electric on its CES 2024 booth to demonstrate the interrelationship between its products, services and technologies, and how they work together to achieve a sustainable future," said Julio Freyre, VP of Strategic Solutions. "To reinforce Mitsubishi Electric's commitment to sustainability, our team reused elements of the 2023 CES booth – metal frame structures, graphics, programmable LED lighting, and more – to house new design elements, including captivating visuals and video to draw show attendees to the booth and integrated 'hero cards' that dive deeper into how the technologies work."

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Here is a snapshot of the leading booth exhibits that support a sustainable smart society:

Order Up a Drone: Highlighting the launch of the full suite of Mitsubishi Electric's [AnyMile™](#) drone logistics and operations management platform, an interactive demo presents a small cityscape environment with mini drones programmed to fly autonomously, simulating the delivery of cargo. Visitors can create a simulated delivery order using the live AnyMile platform and watch the drones fly their cargo from one point of the city to another.

Hop on a LiveWire Electric Motorcycle: Mitsubishi Electric and its [Semiconductor & Device Division \(SDD\)](#) have collaborated with [LiveWire EV, LLC](#), which is majority-owned by Harley-Davidson, to spotlight the use of its advanced power modules in the [S2 Del Mar](#) electric motorcycle. Visitors can sit on the bike and take a selfie. The exhibit demonstrates how Mitsubishi Electric's semiconductor products are contributing to the world's electrification and the future of transportation.

Recycle at the Disco: The Recycling Disco is an immersive, gamified digital learning experience that – through a make-believe plastic recycling factory – encourages visitors to try different sorting technologies to recycle a variety of plastics used in home electric appliances, including TVs and air conditioners, while enjoying fun disco rhythms. The experience reinforces the concept of a recycling-based society in a fun, engaging way.

Rulerless Inspection: Mitsubishi Electric's new 3D measurement app, Rulerless™, a [2024 CES® Innovation Awards honoree](#), is designed to enable flood damage assessment and speed disaster relief using a normal smartphone. Rather than wait for personnel to be dispatched to a disaster site, a person can transmit images of the damage to their home or business with a LiDAR scanner built into the smartphone. This technology could be applicable for many different use cases for construction, real estate, financial services appraisals, equipment inspection and much more.

Visit Mitsubishi Electric's booth at CES: it's located at Booth #3541 in the West Hall of the Las Vegas Convention Center. For additional information, visit ces.mitsubishielectric.com.

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.

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**About Mitsubishi Electric Corporation**

With over 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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