

For Immediate Release

Mitsubishi Electric Highlights Purpose and Core Strategy to Advance a Global, Vibrant and Sustainable Smart Society at CES 2024

Booth Exhibits Demonstrate Long-Term Vision to Gather Data-Driven Business Insights to Improve Company's Cross-Industry Offerings and Help Customers Achieve their Business Goals



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

Las Vegas, Nevada and Cypress, Calif. – January 9, 2024 – At this week's Consumer Electronics Show (CES) in Las Vegas, [Mitsubishi Electric](#) will highlight its corporate purpose and core strategy to advance a global, vibrant and sustainable smart society. Its booth exhibits demonstrate the company's ongoing, long-term vision to integrate its products, services and technology across all of its worldwide business units to gather, manage and analyze data-driven business insights to improve its cross-industry offerings, help its customers achieve their business goals and – over time – help solve macro social challenges.

“Creating new value at a societal level is a core purpose of ours and – to achieve it – we focus our worldwide product and solution development in key areas: accelerating decarbonization, optimizing use and re-use of vital resources, and promoting well-being, inclusion, and safety and security for all people,” said Mike Corbo, President and CEO at Mitsubishi Electric US, Inc. “Because our businesses span many industries, we can leverage the full knowledge and breadth of our products, systems and technology to help realize a truly sustainable, global smart society.”

To support decarbonization, Mitsubishi Electric is reducing its own carbon footprint. By 2030, its goal is to reduce greenhouse gas emissions from company's factories and offices by 100% or more. Several of the booth exhibits showcase different products and solutions that support this goal:

- Mitsubishi Electric Trane HVAC US LLC (METUS) – METUS' all-electric, all-climate heat pumps contribute to a cleaner environment.
- AnyMile Drone Management SaaS (software as a service) helps orchestrate enterprise-scale drone-based logistics needs and operation, bringing shippers, drone manufacturers, drone operators and ancillary service providers on the same platform.
- LiveWire S2 Del Mar electric motorcycle spotlights how Mitsubishi Electric's semiconductor products contribute to the world's electrification and the future of transportation.

Mitsubishi Electric leverages data from corporate, partner and customer use cases and other sources to identify opportunities for improving deployment of vital resources, including the following:

- A "Recycling Disco" immersive, digital learning experience encourages users 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.
- An exhibit on electric grid modernization focuses on connectivity, carbon neutrality, and the importance of electrification.
- ICONICS software solutions for Net Zero buildings enable monitoring and adjusting ventilation, temperature control and more based on occupancy, heat maps and other building-performance metrics.

In promoting well-being, inclusion, and safety and security for all people, Mitsubishi Electric develops new, diverse technologies across all its businesses to help solve environmental issues and protect future generations, as demonstrated by the following exhibits:

- Kumo and SPAN smart panels are anticipated to drive electrification-ready homes and communities by enabling intelligent load shifting through measuring the usage of METUS heat pumps in real time.
- Rulerless™ 3D measurement app for smartphones is designed to help speed up support and relief for disaster victims. Rather than wait for insurance personnel to be dispatched to a disaster site, a person records 3D measurements of damage conditions and other factors with a LiDAR scanner built into their smartphone. Generated 3D images are sent via the cloud to be checked by a third party, working remotely. This app was recognized as a 2024 CES Innovation Award Honoree (see separate release).



Reinforcing inclusion as a top priority in building sustainable smart societies, [Mitsubishi Electric America Foundation \(MEAF\)](#) will present its work with helping youth with disabilities maximize their potential through job training and skills development. Mitsubishi Electric's senior director Kevin Webb was recently appointed to the [Consumer Technology Association Foundation \(CTFA\)](#) board, the non-profit arm of the [Consumer Electronics Association \(CTA\)](#)[®] (see separate release). He will appear on a CES 2024 panel entitled "[The Future of Inclusive Design](#)" to discuss the use of inclusive design to meet the needs of consumers with disabilities.

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.

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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