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## **From Mitsubishi Electric's Manisa Factory, The Eco-Friendly Air Conditioner With Most Compact Award In Its Segment**

***The new eco-friendly air conditioner series of A+++ energy class in Turkish and European Market, Enviro<sup>ME</sup>, won the Red Dot and Good Design 2018 design awards***

***Built in Mitsubishi Electric's home air conditioner factory in Manisa and released in Turkish and European market, the new Enviro<sup>ME</sup> air conditioner product line takes the spotlight with its eco-friendly features and design. Falling into A+++ energy class, Enviro<sup>ME</sup> air conditioners are up to 40% more efficient compared to A++ energy class air conditioners. Thanks to next generation R32 coolant liquid which enables smaller air conditioners that consume less power, thus helping in the fight against global warming, Enviro<sup>ME</sup> air conditioners differ from others in Turkey with interior units with densest compact volume in its segment. Standing out with its almost invisible minimalistic design that coalesces with the interior design, the new product line won the Red Dot and Good Design 2018 design awards.***



Coming up with innovative air conditioning technologies with its investments and staying true to its vision of sustainable environment in the developed products, Mitsubishi Electric provides high efficiency, comfort and compactness in one package with the brand new eco-friendly air conditioner series, Enviro<sup>ME</sup>, which was brought to life in Manisa factory by

the end of 2017. Enviro<sup>ME</sup> air conditioners, manufactured in Mitsubishi Electric's digital based factory, with IoT based e-F@actory concept and advanced robotics technologies applied, is

released in Turkish and European markets. Contributing to national economy and employment with its technological products with high added value that will provide the upper hand in exports, Mitsubishi Electric offers numerous innovations in one package with the new air conditioner product line, Enviro<sup>ME</sup>.

### **Up to 40% more efficient, eco-friendly and award winner**



A+++ energy class Enviro<sup>ME</sup> air conditioners, the result of Mitsubishi Electric's long-established experience in air conditioner industry combined with consumer needs, is up to 40% more efficient compared to A++ energy class air conditioners. Thanks to next generation R32 coolant liquid which enables smaller air conditioners that consume less power, thus helping in the fight against global warming, Enviro<sup>ME</sup> air conditioners differ from others with interior units

with densest compact volume in its segment. Standing out with its minimal design thanks to the slim and compact interior units that make the air conditioner a part of interior design, the new product line won Red Dot and Good Design 2018 design awards. The new series provide high performance, efficiency and comfort thanks to the technological innovations applied to the main components of the compact interior unit, such as heat exchanger and air blowing units.

### **Guinness record breaking fan**

The interior unit fan which was first produced in 1967 and still used in the industry after more than 50 years in the air conditioners named Kirigamine made Mitsubishi Electric break a Guinness world record, and this experience is now used in Enviro<sup>ME</sup> air conditioners. This new fan with its unique size provides increased air flow by up to 53%, without increasing noise levels. This structure helps condition the air in the environment without compromising the acoustic comfort level of 19db(A) and enables quicker response times from the system. New vertical and horizontal fins that allow this increased air flow to reach further distances and areas in accordance with users's comfort can be controlled via remote controller in 4 directions automatically. Two separate horizontal fins with their double layer wing structure increased by 104% compared to the previous product line make it easy to channel the air parallel to ceiling, prevent uncomfortable situations such as air directly hitting the user and provide an advantage when it comes to choosing the area of installation.

### **Large capacity option**

The need of air conditioners with lower capacity in houses with smaller rooms compared to the past is mostly fulfilled by multi-system products. Mitsubishi Electric's new Enviro<sup>ME</sup> series provides a solution for both needs with its 1,5kw and 2kw multi-system interior units. Enviro<sup>ME</sup> series' capacity range includes 6 different interior unit options, ranging from 1,5kw to 5kw. In today's smaller and well insulated buildings, the need of heating and cooling decrease over time. As a result of this new state, Enviro<sup>ME</sup> line-up's device with 4,2kw capacity provides an alternative in choosing the product with best fitting capacity. This way, initial investment and operation costs can be reduces significantly.

### **Air conditioner with remote control over internet**



With the MELCloud technology also incorporated in Enviro<sup>ME</sup> series, Mitsubishi Electric makes life easier by providing you with the control over air conditioner via internet using a remote computer, tablet or smart phone. Optionally, with MELCloud system installed inside the Enviro<sup>ME</sup> device in the factory, users can operate all functions of the air conditioner remotely for people with limited opportunities or people that can't use the air conditioner, such as children, elderlies or patients. With this technology, users can turn on the air conditioner before they reach their offices and saves themselves the trouble of wondering if they "turned off the air conditioner" and they can also receive logs that include power usage, interior and exterior temperature values.

### **About Mitsubishi Electric Corporation**

*With over 90 years of experience in providing reliable, high-quality products, Mitsubishi Electric Corporation is a recognized world leader in information processing and communications, space development and satellite communications, consumer electronics, industrial technology, energy, the marketing and sales and production of electrical and electronic equipment used in building equipment. Embracing the spirit of its corporate statement, Changes for the Better, and its environmental statement, Eco Changes, Mitsubishi Electric endeavors to be a global, leading green company, enriching society with technology. The company recorded consolidated group sales of 4,238.6 billion yen (US\$ 37.8 billion\*) in the fiscal year ended March 31, 2017. For detailed information; [www.MitsubishiElectric.com](http://www.MitsubishiElectric.com)*

*\* At an exchange rate of 112 yen to the US dollar, the rate given by the Tokyo Foreign Exchange Market on March 31, 2017.*

### **About Mitsubishi Electric's Activities in Turkey**

*Mitsubishi Electric's main fields of activity in Turkey are; air conditioning systems, factory automation systems, advanced robot technologies, CNC mechatronics systems, elevator and escalator systems and visual data systems. Founding a home air conditioner development and manufacturing company in Turkey In April 2016, Mitsubishi Electric started manufacturing process in its Manisa factory as of December, 2017. Aside from being the manufacturer of Türksat 4A and 4B satellites which contributed to the communication and broadcasting infrastructure of Turkey with its neighbouring countries, Mitsubishi Electric is known for its automation technologies used in Marmaray projects. For detailed information; [tr.mitsubishielectric.com](http://tr.mitsubishielectric.com)*

### **About Mitsubishi Electric Turkey Air Conditioner Systems**

*Mitsubishi Electric Turkey Air Conditioner Systems provides sales and after sales services in home-office air conditioners, commercial type air conditioners, City Multi VRF central air conditioners, heat pump systems, air conditioning systems, control systems and hand dryer systems as well as heating, cooling and hot water supply. It takes the spotlight with its A, A+, A++ or A+++ energy grade products according to Seasonal Efficiency Ratings in heating and cooling, its cloud-based solution for controlling air conditioners via internet called "MELCloud" and its technological discovery service called "Keşfetteam" which determines the most suitable air conditioner and the perfect position for the air conditioner.*

### **Mitsubishi Electric Turkey Social Media Accounts**

[linkedin.com/company/mitsubishi-electric-turkey](https://www.linkedin.com/company/mitsubishi-electric-turkey)

[facebook.com/MitsubishiElectricTurkeyA.S/](https://www.facebook.com/MitsubishiElectricTurkeyA.S/)

[twitter.com/MitsubishiE\\_TR](https://twitter.com/MitsubishiE_TR)

[instagram.com/mitsubishielectricturkey/](https://www.instagram.com/mitsubishielectricturkey/)

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