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**Mitsubishi Electric draws attention with its high robot  
technology and e-F@ctory concept at ST Robot Investment  
Exhibition and Summit**

## **INNOVATIVE ADDRESS FOR EFFICIENT PRODUCTION**

**As ST Robot Investments Exhibition and Summit was organized for the first time in Turkey to meet leading factory automation companies and potential robot investors, Mitsubishi Electric Turkey Factory Automation Systems Business Development Manager Tolga Bizel lectured in the meeting. Bizel explained e-F@ctory concept which was developed in response to the new industrial phase by Mitsubishi Electric in addition to providing information about the innovative solutions and sales and after-sales services of robot technologies during the event which was organized to evaluate the current developments with robot technologies used for manufacturing purposes and review and experience the new technologies and practices in that regard.**

Organized in WOW Congress Centre on October 21 and 22, ST Robot Investments Exhibition and Summit provided the visitors with the opportunity receive detailed information about the use of robots for manufacturing purposes by listening to the first-hand experience of investors and consulting with the developers of the technology. Mitsubishi Electric Turkey Factory Automation Systems Business Development Manager Tolga Bizel, who attended the organization, explained e-F@ctory concept and robot technologies while Mitsubishi Electric Turkey Factory Automation Systems sales team provided hands-on training about the technology.

### **Robots as the indispensable workforce of factories...**

Referring to the rapid proliferation of the use of robots in various industries in Turkey, Tolga Bizel told that robots assume an increasingly more important role and they have already become a regular workforce thanks to the speed and other advantages facilitating the manufacturing processes of factories.

Bizel indicated that Mitsubishi Electric Turkey Factory Automation Systems provides services to Turkish manufacturers in terms of factory automation and high robot technologies adding that they aim to contribute to more flexible production processes with its robots in addition to reducing production costs and increasing human comfort by ensuring that robot technologies are adopted in all industries having such a requirement.

Bizel said: "Mitsubishi Electric Turkey currently focuses on small and medium scale robots. We derive our "know-how" on small and fast robots from its experience as a semi-conductor manufacturer. Furthermore, we produce all the components of robots including gearboxes and mechanical and electronic parts internally in our own factories."

### **e-F@ctory for global competition in manufacturing industry**

Referring to the development of cyber physics systems following the periodical changes initiated with the industrial revolution for the first in the world and continued with the mechanization, electrification and IT phases, Bizel told that this is a historical moment in which we shall bear witness to interesting and exciting innovations and developments unparalleled in world history.

Tolga Bizel added: "Human life gets varied every other day and our requirements become more and more personal accordingly. This is the same for the automation world... The new industrial phase has come to the fore out of the intention to meet human needs with automation systems that incorporate cyber systems. Companies which use this system which is known as digital factory approach are able to customize their products in line with the requirements in order to gain competitive advantage in the market. In order to offer those products, it is necessary to review the requirement and efficiency and invest accordingly before establishing a factory."

“Mitsubishi Electric Factory Automation responds to the new industrial revolution in the world with e-F@ctory which is activated in all of those points. All new generation products embedded in the factory automation technology including robots are able to communicate with one another via internet protocols in addition to performing self-optimization. Thus, the production lines are customized according to individual needs in a manner that makes it easier to become competitive more than ever. e-F@ctory provides the companies with significant advantages in global competition in that it creates important cost effectiveness in manufacturing processes by using high technology to optimize all factory layers from manufacturing to management levels including manufacturing and maintenance phases.”