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## **Mitsubishi Electric Named as the Main Sponsor of ISKID Conference**

### **AIR-CONDITIONING SOLUTIONS FROM 94-YEAR-OLD TECHNOLOGY LEADER**

*Mitsubishi Electric was named as the main sponsor of the “Conference on Air-Conditioning for Architectural Design” which was organized for the fourth time in JW Ankara Marriott Hotel by the Air-Conditioning and Refrigeration Manufacturers’ Association (ISKID) this year. The focus of the conference was the requirements for creating healthily breathing buildings with appropriate air-conditioning systems. Referring to the sponsorship of the company to the event, Mitsubishi Electric Turkey Air-Conditioning Systems General Manager Yenil Altaç provided information about the high technology air-conditioning solutions and advantages Mitsubishi Electric provides by combining comfort and cost effectiveness.*

Explaining that Mitsubishi Electric Turkey Air-Conditioning Systems division decided to act as the main sponsor of ISKID Conference as it places a great importance to supporting the air-conditioning industry, **Mitsubishi Electric Turkey Air-Conditioning Systems General Manager Yenil Altaç** assured the participants that they would continue to support similar important events which would contribute to the development of the industry. Altaç also provided information about the products and services of Mitsubishi Electric Turkey Air-Conditioning Systems which is known to offer air-conditioning solutions for a wide range of spaces including detached residences, mass housing projects, office areas and public spaces.

#### **Increasing importance of Seasonal Efficiency for air-conditioner purchasing decisions**

Underlining that Mitsubishi Electric Turkey Air-Conditioning Systems aims to add comfort to living spaces without sacrificing energy efficiency, Yenil Altaç told that the energy classification scale was re-arranged based on new measurement criteria such as A, A+, A++, and A+++ with due regard for the Seasonal Efficiency Criteria

according to which there are important difference between a currently available product which is in the highest energy class according to the previous criteria and another product which is categorized as A+++, the highest class in the new system, in terms of energy consumption level and therefore, expenses to be incurred by consumers. Altaç added that all new generation Mitsubishi Electric air-conditioners are classified as A, A+, A++, and A+++ according to Seasonal Efficiency Criteria.

### **Technology promotes environmental awareness**

Yenal Altaç referred to the environmental awareness of Mitsubishi Electric: “In line with its corporate statement, “Changes for the Better”, Mitsubishi Electric is recognized for not only the high technology, reliability and quality of its products but also its environmental awareness. Based on “Environmental Vision 2021”, our long-term environmental vision that shall culminate in 2021, Mitsubishi Electric’s centenary, we prioritize encouraging environmental awareness and contributing to the awareness on the importance of creating a recycling based society and reducing carbon emissions”.

### **Technological survey service: Keşfetteam**

Expressing that Mitsubishi Electric Turkey Air-Conditioning Systems is acknowledged for the quality of its services in addition to the products, Yenal Altaç provided information about Keşfetteam, the survey service: “We have replaced the conventional surveys made by rule of thumb with a special service that takes into account the interior and exterior conditions and makes it possible to choose the most suitable air-conditioner for each customer thanks to the special software that undertakes a more detailed calculation. Keşfetteam professionals perform thermal imaging activities with state-of-the-art equipment to detect insulation problems and heat leakage points in the relevant milieu as a result of which they inform the customers about the conditions that may impair the comfort level. Thus, it becomes possible to maximize the efficiency of the air-conditioners while consuming less energy. Also, we use Augmented Reality, the new software technology, to help the customers experience the air-conditioner technology during the survey.”

### **Energy efficiency combined with comfort**

Altaç went on to provide information about MELCloud, another service from Mitsubishi Electric: “As a new technology that offers freedom of control for air-conditioners, MELCloud enables consumers to control air-conditioners remotely via internet with the

use of a PC, tablet or smart phone. MELCloud makes it possible to control and monitor Mitsubishi Electric Air-Conditioners \* on mobile platforms at any location with Wi-Fi connection. MELCloud enables users to turn on and off air-conditioners, set operational mode and fan cycles, set the wings, monitor room temperature and set the temperature rapidly and practically. Keeping a number of retrospective data such as alterations in room temperature settings, operating mode rates, and energy consumption rates, MELCloud offers you the chance to see how you operate your air-conditioner. You may compare reports for previous set temperatures, ambient temperatures and exterior temperatures in order to use your air-conditioner more effectively and increase energy efficiency. Developed by Mitsubishi Electric Air-Conditioning Systems, MELCloud application is compatible with PCs, tablets and smart phones and it can be downloaded to mobile equipment free of charge. All you need to do is to select the air-conditioning system to be controlled and to adapt a Wi-Fi interface to the system. The application which can be operated with the latest versions of internet browsers can be used over melcloud.com website at the same time.”

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