

Mitsubishi Electric Delivers 51 Elevators and Escalators for Shanghai New World Daimaru Department Store in China

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Mitsubishi Electric Corporation (TOKYO: 6503) announced today that it has delivered 15 elevators and 36 escalators, including 12 of its unique spiral escalators, to Shanghai New World Daimaru Department Store, China's new 12-floor commercial facility whose full opening is scheduled for May.



Rendering of the department store



Elevators and spiral escalators (image)

The 12 spiral escalators, the largest order for a single project to date, serve six floors of the department store and are installed in the central atrium. The highly sophisticated design and wide perspective give passengers the astonishing feeling of gliding through the air in graceful arcs.

Mitsubishi Electric first developed the spiral escalator in 1985 and has since delivered 103 units to customers in Japan and across the world.

Center Shift Method

The challenge to building a curved escalator is that horizontal speed decreases as it moves along the slope, making circular designs impractical. Mitsubishi Electric's engineers overcame this dilemma by inventing the Center Shift Method, shifting the center of the circle around which the escalator rotates in response to the degree of gradient, realizing smooth rotational movement in perfect harmony with vertical movement.

Unparalleled Creativity and Highly-accurate Processing

The escalators achieve smooth movement through specially designed chains that can respond to various angles of motion and rails and handrails made with proprietary processing techniques for optimal flexibility, yet the increased range of motion does not sacrifice precision, as the final processing accuracy is 0.1 mm. The spiral escalators and see-through observation elevators for the department store were manufactured by Inazawa Works of Mitsubishi Electric, Japan. The other elevators and escalator units were locally manufactured by Shanghai Mitsubishi Elevator Co., Ltd. in China.

About Mitsubishi Electric Corporation

With over 90 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. 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 4,054.3 billion yen (US\$ 39.3 billion*) in the fiscal year ended March 31, 2014. For more information visit <http://www.MitsubishiElectric.com> *At an exchange rate of 103 yen to the US dollar, the rate given by the Tokyo Foreign Exchange Market on March 31, 2014