

Mitsubishi Electric to Open New Event Space METoA Ginza 9/14/2015

Enabling visitors to experience the Group's advanced technologies and services firsthand

Mitsubishi Electric Corporation (TOKYO: 6503) announced today it will establish an event space called METoA Ginza in spring 2016 within the Ginza 5-chome Project (provisional name), Tokyu Land Corporation's new large-scale commercial facility, to enable visitors to experience Mitsubishi Electric Group's advanced technologies and services firsthand.

It will be the first time in 29 years for Mitsubishi Electric to open such a facility in Ginza, after its Mitsubishi Electric Sky Ring showroom from 1963 through 1987. The area attracts a wide variety of visitors from Japan and overseas, making it an ideal location to raise the Group's profile and communicate its value to society by highlighting how its products improve people's lives.

METoA Ginza will not only exhibit Mitsubishi Electric's innovative products, but will also let visitors see, feel, and experience them by holding hands-on events. The facility is slated to include a café and an area featuring unique, specially created elevators and large-scale displays.

METoA Ginza will be designed by architect and interior design specialist Shigeru Kubota of Kubota Architects & Associates.



Rendering of interior



Logo

Overview

Name	METoA Ginza
Origin of name	Mitsubishi Electric: Touch of Advancement
Location	5-2-1 Ginza, Chuo-ku, Tokyo, inside Ginza 5-chome Project (provisional name)
Total area	Approx. 908 square meters
Type of facility	Event and exhibition area, café
Opening	Spring 2016

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 4,323.0 billion yen (US\$ 36.0 billion*) in the fiscal year ended March 31, 2015. For more information visit: <http://www.MitsubishiElectric.com>

*At an exchange rate of 120 yen to the US dollar, the rate given by the Tokyo Foreign Exchange Market on March 31, 2015