

**Media Inquiries:**

Mitsubishi Electric Turkey PR Agency

Inomist Communication Consultancy

Sibel Selvi Arslantürk [sibel@inomist.com](mailto:sibel@inomist.com)

+90 216 639 60 16 / +90 533 441 80 33

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**Mitsubishi Electric's interactive robotic project "Threebots"  
has been awarded with the coveted Silver Lion in Cannes**

## **A Lion for three robots**

***Being one of the leader brands in the field of automation and advanced robotics, Mitsubishi Electric's "Threebots" (Three Robots) interactive robotics project has been awarded with the coveted Silver Lion Award at the 64th Cannes Lions International Festival of Creativity. The project, which consisted of simultaneous animations on monitors integrated into three Mitsubishi Electric robots, a technically challenging choreography and an impressive show in terms of coordination, was honored with the "Red Dot: Grand Prix" award in 2016.***



At the 64th Cannes Lions International Festival of Creativity where the successful creative works worldwide were evaluated by a jury comprising the leader names of communications industry, Mitsubishi Electric's "Threebots" (Three Robots) interactive robotics project was awarded with Silver Lion. The Lion is recognized globally as the benchmark for creative excellence in communications and is the most coveted and well respected award is given to the creative works which bring the creativity to the fore. The "Threebots"

project, which has received numerous awards since it was launched in Mitsubishi Electric's building in Ratingen, Germany, was also awarded with "Red Dot: Grand Prix" in November 2016.

"Threebots" project which won over the international jury with its interactive concept consists of simultaneous animations exhibited in the monitors integrated in three Mitsubishi Electric robots. In the perfectly coordinated continuous routine, technically challenging choreography is presented.

### **Robots specific choreography**



**Yuji Suwa, President of the German Branch of Mitsubishi Electric** who explained the project developed by Brand Communication Agency Elastique of Mitsubishi Electric in Köln said that, "The three articulated robots not only demonstrate our robotic technology capabilities, but also vividly illustrate our other product ranges. We deliberately choreographed the robots to break with conventional robotic motion patterns and we think this makes the display particularly impressive".

Not only the robots but also 90% of the components used in the robot application are Mitsubishi Electric's own products and solutions, such as the displays, servo-motors, controllers and the control technology which drives "Threebots" and this makes the project attractive.

**Mitsubishi Electric's interactive robot project "Threebots" video:**  
[www.youtube.com/watch?v=hQhvlkM0dYE](http://www.youtube.com/watch?v=hQhvlkM0dYE)

### **About Mitsubishi Electric Corporation**

*With over 95 years of experience in providing reliable, high-quality products, Mitsubishi Electric Corporation 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 4,238.6 billion yen (US\$ 37.8 billion\*) in the fiscal year ended March 31, 2017. For more information visit: [www.MitsubishiElectric.com](http://www.MitsubishiElectric.com)*

*\* It was calculated by 1 USD = 112 Yen exchange rate announced 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, CNC mechatronic systems, and advanced robotics. In addition to these activities, the company also supports satellite, elevator, visual data systems, power supplies and transport infrastructure. Mitsubishi Electric, the producer of Turksat 4A and 4B satellites, which contributes to the communication and publishing infrastructure of Turkey and neighboring countries, is notable for its satellites as well as the automation technology used in the Marmaray project. In April 2016, Mitsubishi Electric, which has established a domestic air conditioning development and production company in Turkey, is preparing to make production in January 2018 in the Manisa factory. For more information; [tr.mitsubishielectric.com](http://tr.mitsubishielectric.com)*

### **About Mitsubishi Electric Turkey Factory Automation Systems**

*Mitsubishi Electric Turkey Factory Automation Systems; provide added value in terms of rapid integration, productivity, flexibility and productivity to the leading industrial companies in Turkey in various fields such as automotive, food, packaging, metal and PVC processing machines. The new industry, also called "Industry 4.0", responds with e-F@ctory, i.e. the digital factory concept. For more information; [tr3a.mitsubishielectric.com](http://tr3a.mitsubishielectric.com)*