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In 4. Robot Investments Forum and Exhibition, Mitsubishi Electric exhibits digital factory concept and advanced technology robots

**Japanese Robot Serving Turkish Coffee
Ready to be the Helper of Industrialists**

Taking the spotlight with its innovative solutions in the fields of digital factories and robotics, Mitsubishi Electric participated in Robot Investment Forum and Exhibition which is known as the biggest meeting of industrial robots in Turkey with its "Sağ Kolunuz" (Your Helper) concept. Exhibiting capable robots that are ready to be the helpers of industrialists whom they can entrust their works to, Mitsubishi Electric gained attention with its Japanese robot that served Turkish coffee to the visitors. Mitsubishi Electric robot with precision so high that it can serve Turkish coffee without losing its foam and form proved them as a powerful actor in digital factories' manufacturing processes. Taking his place as a spokesperson in panel discussion titled "Robot Solutions in Food, Drink, Pharmaceutical, Packaging and Fast Moving Good Industries" in the forum, Mitsubishi Electric Turkey Factory Automation Systems OEM Business Development Senior Manager Tolga Bizel, informed about the brand's answer to Industry 4.0, the digital factory concept titled e-F@ctory and its advanced robotics.



Participating in the event known as the biggest meeting of industrial robots in Turkey, 4. Robot Investment Forum and Exhibition organized in WOW Convention Center on 16-18 October with its "Sağ Kolunuz" (Your Helper) concept, Mitsubishi Electric drew attention with its Japanese robot that served Turkish coffee to the

visitors. The robot of Mitsubishi Electric, the brand that adds value to industrialists with its factory automation products incorporated with advanced technologies, with precision so high that it can serve Turkish coffee without losing its foam and form proved them to be a powerful actor in digital factories' manufacturing processes. Exhibiting its robots that are ready to be the helpers of industrialists whom they can entrust their works to, Mitsubishi Electric gained attention with its next generation automation solutions that answer the needs of digital conversion. Mitsubishi Electric Turkey Factory Automation Systems OEM Business Development Senior Manager Tolga Bizel, informed about the brand's answer to digital factory concept, e-F@ctory and its robotics during the panel discussion titled "Robot Solutions in Food, Drink, Pharmaceutical, Packaging and Fast Moving Good Industries".

Robots became a considerable work-force in factories



Underlying that usage of robots in Turkey, especially in industry increases, Tolga Bizel told that the robots that play a vital role in manufacturing process of factories became a common work-force today with the speed and convenience they provide. Stating that world giant Mitsubishi Electric is a powerful actor in terms of factory automation and advanced robotics in Turkey, Bizel also stated that they are aiming to provide more flexible

manufacturing in industry with robots and to increase human comfort by reducing manufacturing costs and to use robotics wherever it is needed. Stating that they provide added value to industrialists with fast and precise robots, Bizel said "At Mitsubishi Electric, we manufacture gear box, mechanical and electronic components that form our robots ourselves. Providing great convenience at each phase of manufacturing, our robots perform 7/24 for 25 thousand hours without the need for maintenance. Our robots which can be moved to anywhere in the factory due to their compact forms provide the possibility of establishing a flexible manufacturing area."

The path to global competition in manufacture goes through digital factories

Stating that there will be quite thrilling and interesting innovations and developments during the Industry 4.0 phase where we'll be witnessing the development of cyber physical systems, Bizel continued: "Human life improves every day and in relation, our needs become more personalized. Beneath the emergence of this new industrial phase lies the need to fulfill the needs of humans using automation systems with cyber systems incorporated into them. Companies that have this system described as the digital factory approach can optimize their products as needed and thus have an advantage on markets. In order to provide such

products, we'll have to see the requirements and the efficiency in a virtual environment before even establishing the factory and invest accordingly. That's where e-F@ctory, Mitsubishi Electric's answer to Industry 4.0 comes in to play. In smart factories designed with e-F@ctory concept in mind, all next generation products, including robots can communicate over internet. Thus, customizing production lines as per requirements become easier than ever. Providing considerable savings on manufacturing costs and used to optimize all layers of factories from management to manufacturing, e-F@ctory helps you get one step ahead in global competition."

Video of Mitsubishi Electric robot serving Turkish coffee:



Japanese robot serving Turkish Coffee video.mp4

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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 4,444.4 billion yen (in accordance with IFRS; US\$ 41.9 billion) in the fiscal year ended March 31, 2018. For more information visit: www.MitsubishiElectric.com*

**At an exchange rate of 106 yen to the US dollar, the rate given by the Tokyo Foreign Exchange Market on March 31, 2018.*

About Mitsubishi Electric's Activities in Turkey

Mitsubishi Electric's main fields of activity in Turkey are; air conditioning systems, factory automation systems, advanced robotics, CNC mechatronic systems, elevator and escalator systems and visual data systems. Mitsubishi Electric, which established a room air conditioner development and manufacturing company in April 2016 in Turkey, began production in Manisa factory in December 2017. 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. For more information; 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

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