

Media Relations:

Mitsubishi Electric Turkey PR Agency
Inomist Communication Consultancy
Sibel Selvi Arslantürk sibel@inomist.com
0216 639 60 16 / 0533 441 80 33

This text is the English translation of the official Turkish version of the applicable press release. It has been prepared solely as a reference and ease of use. Please refer to the original Turkish text for details and/or attributes. In case of any incongruity, original Turkish version shall prevail

5 November 2019

Mitsubishi Electric brings elevators with high speed, comfort and high energy efficiency one step higher with artificial intelligence technology

Artificial Intelligence Elevators With High Safety During Earthquakes

Technology giant Mitsubishi Electric leads the industry with elevators with high speed, comfort, safety and high energy efficiency. With the back-up system used in all elevators of the brand, elevators are made to stop in the closest floor and passengers are safely evacuated in cases such as earthquake and power outage. Installing elevators that don't let a vertically placed coin fall down even at highest speeds in a 70 storey skyscraper in Yokohama 26 years ago, Mitsubishi Electric is incorporating its advanced technology into elevators with specially designed artificial intelligence monitoring system, AI Neural Network. Eliminating the risk of getting stuck between floors with its back-up control software, Mitsubishi Electric stands out with its environment-friendly approach alongside the safety features. Allowing to convert heat energy back into building electric network as usable energy, Mitsubishi Electric elevators provide up to 35 percent energy saving, reducing CO₂ emission by nearly 1.400 kg per year. Providing added value to major projects worldwide, Mitsubishi Electric elevators also draws attention with numerous prestigious projects in Turkey as well.

Standing out with its pioneering elevator technologies, Mitsubishi Electric stands as the first company to successfully develop VVVF Inverter control technology for elevators. Installing elevators that don't let a vertically placed coin fall down even at highest speeds in a 70 storey skyscraper in Yokohama in 1993, the brand continues to develop elevators with high speed, comfort, safety and energy efficiency with even more advanced technologies today,

Back-up system safely evacuates passengers with safety during earthquakes and power outages



Mitsubishi Electric works with the awareness that, alongside all convenience provided by elevators, users and elevator sector workers should be more perceptive of possible dangers that might occur in erroneous situations. With the back-up control software incorporated into the brand's elevators, elevators are prevented from being stuck between floors during events like earthquake and power outages while a second Back-Up System evacuates

passengers from elevators in the case of a problem in the control panel. Incorporating Back-Up System as a standard feature in its elevators which is well-received in Turkey as well as globally, the brand's elevators are listed amongst the most problem-proof elevators in the industry. Minimizing malfunctions in elevators with its advanced technology, quality manufacturing stock, proficiency during assembly and post-sales services, the brand's elevators provide a huge cost advantage as they do not require modernization work for 20-25 years. Creating a difference with its back-up control software alongside top-end safety hardware and software, Mitsubishi Electric leads the elevator industry in terms of "travel comfort, quality, silence".

Artificial intelligence technology in elevators

Mitsubishi Electric developed AI Neural Network which increases operational efficiency and user satisfaction to use specially designed artificial intelligence monitoring system in its elevators. In this system, currency traffic flow is recorded on system computer's memory to minimize waiting times to provide problem-free service with minimum energy waste. Developing smaller elevators with higher energy savings thanks to its advanced technology, the brand removes noise and vibration at ultra-high speed, providing safe and smooth travel comfort.

Heat energy is redirected back into building electric network as usable energy



The technology invented by Mitsubishi Electric, which is only available in Mitsubishi Electric elevators that deciding on the speed of the elevator according to current load provides considerable high energy saving. With the regeneration feature, it is made possible to convert heat energy back into building electric network as usable energy. This system achieves up to 35 percent energy saving, reducing CO₂ emission by nearly 1.400 kg per year. Mitsubishi Electric elevators provides high energy saving by switching to sleep mode when no call is made or traffic density is low.

Mitsubishi Electric's Signature On Global and Local Projects

Preferred in numerous prestigious projects in Turkey such as Quasar İstanbul – Fairmont Hotel İstanbul, Rönesans Tower Ataşehir, Tema İstanbul, Bursa Hilton Hotel, Çırağan Palace By Kempinski, Vadistanbul Bulvar and Park Etapları with its elevators, Mitsubishi Electric also leaves its mark in select global projects. Having installed the nation's fastest elevators in LCT Landmark Tower located in South Korea's Busan city, Mitsubishi Electric provides advanced travel comfort, silence and safety in this project with the advanced drive and control equipments it developed for its ultra-high speed elevators.

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 4,519.9 billion yen (in accordance with IFRS; US\$ 40.7 billion) in the fiscal year ended March 31, 2019. For more information visit: www.MitsubishiElectric.com*

**At an exchange rate of 111 yen to the US dollar, the rate given by the Tokyo Foreign Exchange Market on March 31, 2019.*

About Mitsubishi Electric's Activities in Turkey

Main fields of activity of Mitsubishi Electric that stand out with its advanced technology solutions in various areas ranging from "Home to Space" in Turkey are; air conditioning systems, industrial automation systems, advanced robot technologies, CNC mechatronics systems, elevator and escalator systems and visual data systems. Designating Turkey whose power and potential it believes in as a major production headquarter, Mitsubishi Electric produces energy efficient and environment-friendly air conditioners for Europe and Turkey in its digital factory in Manisa which is the brand's first room air conditioner factory in Europe. Working to integrate factories of Turkish industry into digital transformation period, Mitsubishi Electric also draws attention with its automation technologies in the world's deepest sunken tube tunnel, the Marmaray project. Operating in several fields in Turkey such as automotive components, semi-conductor devices, transportation and energy systems, Mitsubishi Electric applies its radar technology which is developed for airports to increase safety for airplanes and flights within its operations in public systems in Antalya Airport. One of the leading developers in space research and development systems, Mitsubishi Electric is also the manufacturer of Turksat 4A and 4B satellites which contributes to Turkey's and neighboring countries' communication and broadcasting infrastructure. For detailed information; tr.mitsubishielectric.com

About Mitsubishi Electric's Elevator and Escalator Business

Mitsubishi Electric develops high speed, comfortable and safe elevators with high energy efficiency thanks to its high technology. The manufacturer of the sole spiral escalator in the world, Mitsubishi Electric is also a recognized world leader in vertical transportation business. The brand manufactures a wide range of products from standard models to spiral escalators. Offering high tech services in various countries globally, Mitsubishi Electric has also developed the world's fastest elevators (20.5 m per second) for 632 m high Shanghai Tower project in China.

Mitsubishi Electric Turkey Social Media Accounts

Facebook <https://www.facebook.com/MitsubishiElectricTurkeyA.S/>
LinkedIn <https://www.linkedin.com/company/mitsubishi-electric-turkey/>
Instagram <https://www.instagram.com/mitsubishielectricturkey/>
Twitter https://twitter.com/MitsubishiE_TR
Google+ <https://plus.google.com/u/1/10553602082233872440?hl=tr>

Hashtags for Social Media

@MitsubishiE_TR
#MitsubishiElectric
#MitsubishiElectricTurkey