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25 February 2020

***Making a difference with its cutting-edge technology in the elevator and escalator systems, Mitsubishi Electric draws attention to the safety of these systems in the Earthquake Week, March 1-7***

## **Elevators Ensuring High Safety during an Earthquake**

***As the producer of the world's first and single spiral escalator and shaping the future of the industry with its cutting-edge technology, technology giant Mitsubishi Electric draws attention to the safety of its elevator and escalator system. Standing out with its hi-speed, reassuring, safe and high energy efficient elevators, the brand offers an experience that ensure high level of safety in case of potential risks. AG MELCO's Assistant General Manager Hüseyin Avni Bezmez, the sole authorized reseller of Mitsubishi Electric Elevator and Escalator Systems in Turkey indicated that "Thanks to the full-automatic controlled systems offered in the recent years to entire range of elevators of our brand, our elevators stop at the nearest floor to allow evacuation of the passengers in the event of an earthquake and outage. In the cases of similar risky situations, we recommend to evacuate and not use the elevators and escalators for some time."***



Being a focal point with its cutting-edge technology pioneering the elevator and escalator systems, Mitsubishi Electric stressed importance of the safety of these systems in the Earthquake Week, March 1-7. Mitsubishi Electric is driven by the awareness of importance of the raising awareness of the users and elevator professionals in addition to the conveniences offered by the elevators. **AG MELCO's Assistant General Manager Hüseyin Avni Bezmez**, the sole

authorized reseller of Mitsubishi Electric Elevator and Escalator Systems in Turkey explained that "The back-up control software of our elevators prevent the car from being stuck between floors in case of an earthquake or outage and if control panel fails, a second back-up system steps in to evacuate people from the elevator. Highly appreciated in Turkey as well as the world, our elevators are equipped with full-automatic battery rescue system and earthquake sensor and control. In addition, our back-up system comes standard with our elevators." Bezmez added that during risky situations such as earthquake and outage, they recommend to evacuate and not use the elevators and escalators for some time.

Having minimized the elevator failure rates thanks to its advanced technology, top-quality production understanding, installation expertise and after-sales services ensuring high levels of satisfaction, Mitsubishi Electric has also a significant cost advantage thanks to its elevators which do not need modernization for 20-25 years. Being one step ahead the competition thanks to its cutting-edge safety equipment and software coupled with back-up control software, Mitsubishi Electric also leads the elevator industry in terms of travel comfort, quality and silence.

### **High efficiency with AI technology**

Mitsubishi Electric developed the AI Neural Network which ensures operational efficiency and improves the user satisfaction, using an AI control system exclusively designed for its elevators. This system stores the traffic flow in its memory, minimizing the waiting times and accordingly facilitating the service while consuming energy at minimal levels. Developing elevators with small footprint and high energy saving thanks to its cutting-edge technology, brand eliminates the noise and vibration even at the ultra speeds, ensuring a safe and vibration-free travel comfort.

### **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](http://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](http://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 manufacturers 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***

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**LinkedIn** <https://www.linkedin.com/company/mitsubishi-electric-turkey/>  
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