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**Frost & Sullivan recognizes the success of e-F@ctory with the
"Best Practice Awards"**

Mitsubishi Electric's e-F@ctory Platform Wins Grand Prize

Mitsubishi Electric, one of the leading brands in automation, was awarded for its e-F@ctory implementation by Frost & Sullivan as part of the "Best Practice Awards". This award recognizes Mitsubishi Electric's e-F@ctory platform as the technology provider in the field of "Industrial Internet of Things in Factory Automation'.

e-F@ctory platform, the response of Mitsubishi Electric to the new industrial phase, received the "2015 Frost & Sullivan Southeast Asia Enabling Technology Award" as part of the "Best Practice Awards" during the ceremony organized by Frost & Sullivan in Singapore. The award forms part of the respected programme of Frost & Sullivan for recognizing best practices in a variety of different industries and application fields helping companies to achieve transformation-based growth in the contemporary economic environment marked with new business models, disruptive technologies, mega trends and other factors triggering change. Mr. Masayuki Yamamoto, Mitsubishi Electric Corporation Senior Vice President for Factory Automation Systems, received this important award from Mr. Ravi Krishnaswamy, Vice President of Frost & Sullivan.

"e-F@ctory: A Perfect Solution"

During the award ceremony, David Frigstad, Chairman of Frost & Sullivan, said ''To achieve enable technology leadership is never an easy task, but it is one made even more difficult due to today's competitive intensity, customer volatility, and economic uncertainty – not to mention the difficulty of innovating in an environment of escalating challenges to intellectual property. Based on this ground, Frost & Sullivan selected

Mitsubishi Electric's e-F@ctory platform through its ability to completely integrate factory automation equipment using common protocols and networks". Krishnan Ramanathan, Senior Research Analyst at Frost & Sullivan, stated that Mitsubishi Electric's e-F@ctory platform is seen as the perfect solution to enable "company-wide visibility".

Fourth industrial revolution in manufacturing

In recent years, manufacturing is said to be entering its fourth industrial revolution combining the advances in IT technology, 3-D printing, simulation and modelling with advanced automation of factory floor operations. At the heart of this platform are Programmable Logic Controllers (PLCs), Human Machine Interfaces (HMIs), robots and drives. Those systems are combined with related hardware components to connect to the IT systems making it ideal for Manufacturing Execution Systems (MES) and enterprise applications.

e-F@ctory provides advantage in global competition

As indicated by Frost & Sullivan, e-F@ctory is not limited to a certain industry or region since it is an enabling technology that is scalable in a wide field of application. It is already applied in hundreds of customers by means of various model factory applications. Mitsubishi Electric's e-F@ctory platform presents digital factory products used for production phase of several industries including automotive, packaging, food and pharmaceutics as well as mechanical, electronic and software services together through the perspective of mechatronics.

e-F@ctory platform enables all new generation products including robots in the factory automation field to communicate by means of the internet. Thus, it becomes easier than ever to optimize the manufacturing lines according to personal requirements and keep up with the competition conditions in the market. Employing advanced technologies to optimize all factory levels from management to manufacturing and ensuring a significant amount of savings in manufacturing processes, e-F@ctory enables the customers to gain advantage in global competition.

Acknowledged for its contributions to the electronics industry, Mitsubishi Electric has a significant position in factory automation thanks to its global presence and long years of experience. Employing e-F@ctory platform in its own manufacturing lines since 2003, Mitsubishi Electric reflects this experience to its products and therefore, to its customers.

Intel saves around 9 million dollars with e-F@ctory

Mitsubishi Electric makes it possible to establish a factory in a manner that shall meet all the requirements in the new industry phase and create a virtual factory before establishment to test the factory and production. In that regard, Mitsubishi Electric and Intel realized a joint pilot programme in the manufacturing plant of Intel in Malaysia. Thanks to the pilot programme combining Mitsubishi Electric's "e-F@ctory" automation expertise with Intel's expertise on producing solutions about Internet of Things (IoT), the failures are noticed in advance making it possible to respond to them proactively. The pilot programme has created high productivity, ability to conduct predictive maintenance, reduced component failures, low cost and seamless harmonization. As a result of the pilot programme, Intel realized savings of around 9 million dollars.

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