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**Mitsubishi Electric explains its response to Industry 4.0 at Turkey Innovation Week**

# ALL FACTORY COMPONENTS INCLUDING ROBOTS TO COMMUNICATE WITH EACH OTHER

***Industry 4.0, symbolizing the digitalization of industry, was the area of focus during Turkey Innovation Week which aims to increase the share of high technology products in exports. Mitsubishi Electric Turkey Factory Automation systems OEM Business Development Senior Manager Tolga Bizel was one of the prominent figures who took part in the panel organized to discuss "Innovation and Industry 4.0 in Turkey" in Adana-leg of the event. Introducing e-F@ctory platform, Mitsubishi Electric's response to Industry 4.0, at the panel, Tolga Bizel provided valuable information about high robot technologies enabling robots to communicate with each other based on "Internet of Things" (IoT) concept.***

Turkish Exporters' Assembly (TIM) and Mediterranean Exporters' Unions (AKIB) organized an event in Adana HiltonSa Hotel, Adana for the second time under the coordination of the Ministry of Economy on October 27-28 as part of Anatolian Meetings for Turkey Innovation Week. Industry 4.0 turned out to be one of the most popular topics during the event which aimed to increase the added value of Çukurova region.

***Mitsubishi Electric Turkey Factory Automation systems OEM Business Development Senior Manager Tolga Bizel***, who participated in the panel “Innovation and Industry 4.0 in Turkey” to discuss the new industrial phase in detail, uttered a speech to provide information about e-F@ctory platform, Mitsubishi Electric’s response to Industry 4.0. Referring also to IoT (Internet of Things) which is one of the most fervently debated topics in terms of industrial development, Tolga Bizel explained the future factory automation vision which, he said, is sure to push the limits of our imagination and the impact of high robot technologies enabling intercommunication on our future lives.

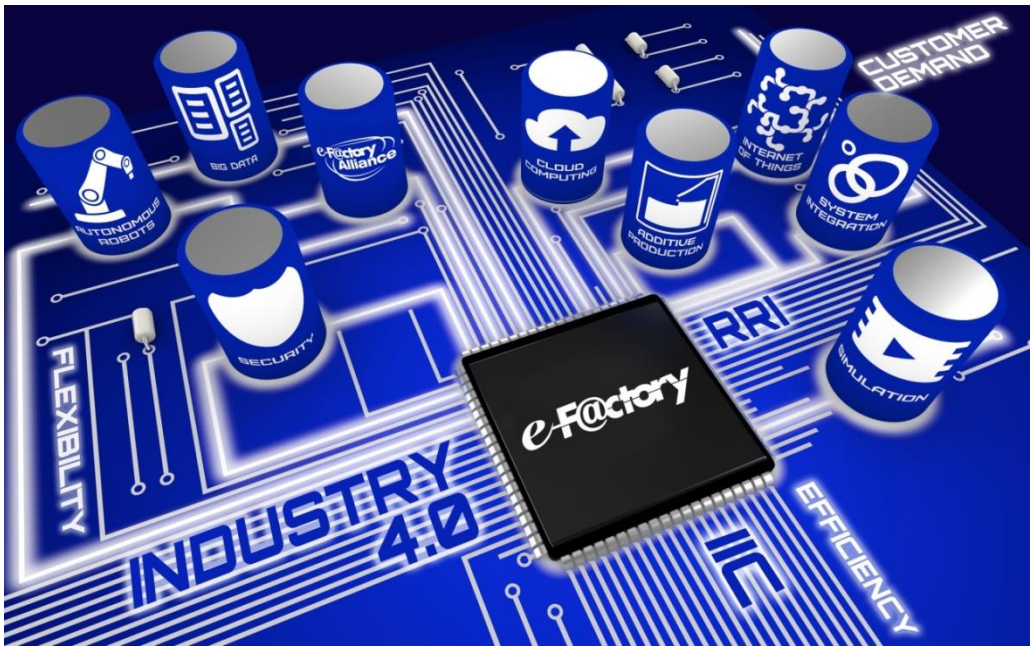

**Increasing importance of communication**

Defining IoT as “a system enabling things and objects to make data exchange by connecting to internet and communicate with humans and other things and objects through cloud technology”, Tolga Bizel made the following explanation:

“Production certainly lies at the core of the new industrial phase. Technology and communication have become even more important than before with the effect of Industry 4.0, a highly popular concept with corporations, and IoT, known to have made a great impact on technology investments of corporations lately. In that respect, Mitsubishi Electric makes efforts to redesign the business models and find out which areas to focus while making technology investments in order to increase our performance. We are able to transform the structure, systems and processes of factories in line with the requirements of this new phases thanks to the innovative solutions developed with the help of our deep-rooted innovation heritage and high technology.”

**Outstanding competitive advantage**

“IoT includes not only computers and smart phones but also various other things and spaces including but not limited to cars and digital factories,” said Bizel. “The new industrial phase requires corporations to computerize the existing industry and enrich it with high technology. The new phase will enable machines to understand what is going on around them and communicate with each other via internet protocols. Thus, it will be possible to optimize the production lines at factories according to individual needs so as to acquire an outstanding competitive advantage in the market. Mitsubishi Electric responds to this new industrial phase with e-F@ctory.




“e-F@ctory will allow us to create the digital factories of the future right here right now. As data transfer between robots gains speed and high robot technologies are developed to enable robots to communicate with each other, robots have acquired more detailed and coordinated self-controlling capabilities. e-F@ctory currently enables robots to communicate with other products at the production line. They are quite ready to share information among themselves and with the main system controlling the factory without any human intervention in order to increase efficiency. All those developments are owing to e-F@ctory platform which creates an integrated and open architecture for all components of the factory automation system”.

**Synergy arising from robot-human cooperation**

Bizel said that robots assume a greater role in the industry every other day thanks to the

speed and other advantages they provide and they have already become a regular workforce in our modern world as an indispensable component for production processes of factories. “Robot technologies focusing on intercommunication skills have highly developed in Japan. Robots which used to work generally independently until recently will most probably turn into semi-humanoid robots capable of interacting and cooperating with humans in near future. We believe that the investments for robots will gain pace in Turkey and humans and robots will soon begin to work together at production lines.”

**Intel realizes savings of USD 9 million with e-F@ctory**

Referring to the great synergy arising from the combination of IoT and e-F@ctory systems, Bizel provided information about the collaboration between Mitsubishi Electric and Intel: “Mitsubishi Electric and Intel undertook a pilot programme at Intel’s manufacturing plant in Malaysia. Thanks to the pilot programme combining Mitsubishi Electric’s “e-F@ctory” automation expertise with Intel’s expertise on producing solutions about 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.”

***About Mitsubishi Electric Corporation***

*With over 90 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 endeavours to be a global, leading green company, enriching society with technology. The company recorded consolidated group sales of 4,394.3 billion yen (US$ 38.8 billion*) in the fiscal year ended March 31, 2016. For more information visit: www.MitsubishiElectric.com*

** At an exchange rate of 113 yen to the US dollar, the rate given by the Tokyo Foreign Exchange Market on March 31, 2016.*

***About Mitsubishi Electric Turkey Operations***

*Mitsubishi Electric concentrates on sales and after-sales services for HVAC systems, factory automation systems, CNC-Mechatronics systems and advanced robot technologies in Turkey. In addition, the company provides support for satellite, elevator, visual data systems, power sources and transportation-based*

*infrastructure projects. Mitsubishi Electric, the acknowledged manufacturer of Turksat 4A and 4B satellites contributing to communication and broadcasting infrastructure of Turkey and neighbouring countries, is also recognized for the automation technology used for Marmaray project. Having incorporated a company for development and manufacturing of room air-conditioners in Turkey in April 2016, Mitsubishi Electric intends to start manufacturing operations in Manisa plant by January 2018. For more information visit: www.mitsubishielectric.com.tr*

***About Mitsubishi Electric Turkey's Factory Automation Systems Business***

*Mitsubishi Electric Turkey Factory Automation Systems division provides added value to leading industrial corporations in Turkey in a range of fields including automotive, foodstuff, packaging, metal and PVC processing machinery in terms of fast integration, efficiency, flexibility and productivity. It has adapted to "**Industry 4.0**", the new industrial phase, with its **digital factory** platform known as **e-F@ctory**.*