

Media Relations:

Mitsubishi Electric Turkey Official PR Agency

Inomist Communication Consultancy

Sibel Selvi Arslantürk sibel@inomist.com

+90 216 639 60 16 / +90 533 441 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

25 March 2019

Mitsubishi Electric keeps on guiding university students

Advices for the Youth That Will Design Future Technologies

One of the world's leading brands in the field of industrial automation systems, Mitsubishi Electric supports education with the goal of raising engineers who will shape the future of robotics, whose role in industry increases rapidly. Helping establish robot training centers in engineering faculties of universities, Mitsubishi Electric puts importance on coming together with students in order to help raise the young. Lately giving speeches in Karabük University Informatics Days, Erciyes University Experience Sharing Conference and Arel University Marketing and Innovation events on topics such as; the vision of Industry 4.0, tomorrow's factory automation, IoT, artificial intelligence and robotics, Mitsubishi Electric Turkey Factory Automation Systems OEM Business Development Senior Manager Tolga Bizel gave important advices to young students.



Conducting education support projects with the goals of raising experts who will shape automation and advanced robotics technologies in Turkey in the future, Mitsubishi Electric paves the way for establishing robot training centers in engineering faculties of universities by donating industrial robots. Contributing to numerous organizations so far in order to raise students' awareness on topics

of Industry 4.0, digital factories and robots, Mitsubishi Electric came together with students again in three major university events. ***Mitsubishi Electric Turkey Factory Automation Systems OEM Business Development Senior Manager Tolga Bizel***, talked about the

vision of Industry 4.0, future factory automation, IoT, artificial intelligence and robotics in Karabük University Informatics Days, Erciyes University Experience Sharing Conference and Arel University Marketing and Innovation events.

"Turkey Will Catch Up on Fourth Industrial Revolution With the Youth"



Saying "as Mitsubishi Electric, we believe Turkey will catch up on the Fourth Industrial Revolution together with the youth", Tolga Bizel stated, "We can see that Turkish industry is highly open to this revolution. At this point, we can provide tomorrow's digital factories equipped with advanced robotics technologies for the Turkish industry, starting today

with out answer to Industry 4.0, the e-F@ctory concept. During this phase, data transfer rates between robots is getting faster and faster and thanks to the advanced robotics technologies that can communicate with each other, robots can control themselves in a more coordinated and precise fashion. Today, thanks to e-F@ctory infrastructure, robots can communicate with other products on production lines and they are ready to share information within themselves and the main system controlling the factory without human intervention in order to increase efficiency. Because in e-F@ctory concept, all products that make up the factory automation work integrated to one another with open architecture. With the e-F@ctory concept of Mitsubishi Electric, it is possible to build a factory in a way where it can meet all requirements of the new industrial phase and to form a virtual factory before installation. Thanks to this virtual factory, we provide the opportunity to analyze requirements and efficiency and to shape investments in accordance with the results of such analysis. Using advanced technology in order to optimize all layers of factories from management to manufacturing and providing considerable savings on manufacturing costs, e-F@ctory concept helps you get one step ahead in global competition."

Products such as manufacturing systems will be constantly connected to internet

Telling that every product manufactured during the era of digital and smart production is planned to have a separate serial number unlike today's modern systems and they are planned to keep not only some basic information but also their own history, Bizel said; "These products, just like the machine they were built in, will have constant internet access and thus, their positions and states can be determined easily. Thanks to their receivers they'll examine the environment they are in and within their own capabilities they'll be able to react physically and while doing so they'll be able to share information with other online devices in real-time. A product answering to personalized requirements will have the opportunity to be

modified while being manufactured in the factory and the system structure to keep this process under control will be provided."

Artificial intelligence will change business models

Saying that digital transformation and smart manufacturing systems brought along with Industry 4.0 are concepts that will change societies and global balance, Tolga Bizel continued as such; "In the following period where a new manufacturing approach will take place along with interconnected production machines and human interaction; industrialists, cities, governments and researchers are predicted to perform studies in many different fields in order to adapt to the constantly developing and changing competitive environment. For industrialists in production stages, for governments in country and communication infrastructure, for local managements in city infrastructures and for researchers in R&D studies, priority will be to answer the requirements of Industry 4.0. In this period which we can name as informatics and technology age, smart cities, smart buildings and smart factories are expected to grow in numbers. Technologies such as mobile communication, wearables, smart vehicles, smart homes and Internet of Things will enable broader and more up-to-date personal data to be made available for companies. At this point, with it becoming easier to reach personal data and artificial intelligence applications increasing, traditional business models are expected to change. In this transformation period, it is possible to say that digital transformation will become a must for businesses."

We must train engineers that can design new robots



Saying that as a result of the studies towards industrialism under the light of fundamental sciences, numerous new business disciplines emerged in numerous sectors, Bizel made advices to students for getting prepared for the Industry 4.0 phase; "It is highly important that the young understand and interpret new disciplines in rapidly digitalizing world and make necessary preparations. In this period, the importance of robots in our lives increase day by day due to the speed and conveniences they provide. Thus it becomes important to train engineers that can

program industrial robots to be used heavily in industry, science and health sectors and even perform integration of them into production lines and design new robots. At this point, as Mitsubishi Electric Turkey we contribute towards establishing robot training centers by granting our 6 axis industrial robots to engineering faculties of universities. We are planning to increase our works carried forward to help the education of the young in future periods."

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, 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 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

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