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Mitsubishi Electric draws attention to digital factories in Turkcell Technology Summit

Digitalized Factories Are a Must for Competition in the Age of Technology

Building tomorrow's digital factories today, Mitsubishi Electric drew attention to digital transformation processes in "From Traditional to Smart Production Digitalized Industry" panel in Technology Summit event organized by Turkcell. Giving a speech in the panel, Mitsubishi Electric Turkey Factory Automation Systems OEM Business Development Senior Manager Tolga Bizel informed us about real and digital world integration that closely concern manufacturing processes in the new industrial phase. Underlying the fact that artificial intelligence will change business models, Bizel also informed us about e-F@ctory concept which is Mitsubishi Electric's answer to Industry 4.0, IoT and advanced robotics technologies.



In Turkcell Technology Summit where topics such as big data, artificial intelligence, digitalization, smart homes, smart solutions were discussed by field experts took place in Haliç Convention Center on 10 April. Organized under the motto "So You Can Do It", in the event **Mitsubishi Electric Turkey Factory Automation Systems OEM Business**

Development Senior Manager Tolga Bizel took his place in the panel titled "From Traditional to Smart Manufacturing Digitalized Industry" panel as a speaker. Telling us that Mitsubishi Electric, pioneer in the fields of electric, electronics and automation, answers Industry 4.0 with its digital and smart factory concept e-F@ctory, Bizel also informed us on

the Internet of Things, which forms the basis of digital transformation. Reminding us of the importance of the ability to compete in a global level for sustainable production capability of Turkey, Bizel said, "In order to compete in global markets with global quality and to gain power in export, industrialists need to increase manufacturing quality while optimizing costs. At this point, it is important that they closely follow factory automation sector and make necessary infrastructure investments in order to adapt to new technologies rapidly."

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, 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 data to be made available for companies. At this point, with it becoming easier to reach 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."

Communication and technology gains importance with the Internet of Things

Stating that the concept of "Internet of Things" can be described as objects and goods sharing data by connecting to internet and communicating with humans and themselves over the cloud, Tolga Bizel relayed this information regarding the topic at hand; "Without a doubt, production is in the center of the new industry phase. Together with the topic of Industry 4.0, which has been in the focus of companies and the Internet of Things (IoT) which had a great effect on technology investments of companies, the importance of communication grows even more. At this point, as Mitsubishi Electric we redesign our business models and decide where we should focus our technology investments in order to increase our performance. With the innovative solutions we develop using our deep-rooted legacy of innovation and

advanced technology, we transform infrastructures, systems and processes of factories in accordance with the new digital era."

The path to personalized production goes through digital factories

Stating that machines came to a point where they can perceive what is going on around and they can communicate with one another via internet protocols in this age of digital transformation, Mr. Bizel said; "This way it will become easier to adapt to competitive conditions in markets thanks to the ability of optimizing production lines in factories in accordance with personalized requirements. As Mitsubishi Electric, it is possible to build tomorrow's digital factories starting today using our answer to this new industrial phase, e-F@ctory. During this phase, thanks to the ever-increasing data transfer rates between robots and advanced robotics technologies that can communicate with each other, robots can control themselves in a more coordinated and precise fashion. Today, robots can communicate with other products on the production line thanks to e-F@ctory. 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." and ended his words.

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](https://tr3a.mitsubishielectric.com)

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