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Technology giant Mitsubishi Electric mitigates health concerns thanks to cutting-edge filtration systems, while saving your money thanks to high energy savings

High energy saving and healthy air-conditioning is possible with air-conditioners

Standing out with its cutting-edge air-conditioning solutions, Mitsubishi Electric enables budget-friendly heating and cooling for homes and offices. Developed under the approach of Mitsubishi Electric Quality (MEQ), symbolizing the excellence in technology, design and manufacturing, the Mitsubishi Electric products withstand long years free of problems and is confirmed as the best choice by our consumers. Explaining that they achieved high levels in energy efficiency thanks to cutting-edge air-conditioning systems, Mitsubishi Electric Air Conditioning Systems Section Manager Caner Güçer points out that it is possible to heat or cool the spaces in a budget-friendly manner, and underlines the importance of filters responding to the heightened health concerns.



Due to the pandemic, people now have to spend more time in the indoor spaces. Air-conditioner filters and electricity bills is a source of concern for consumers who heat their spaces during winter and spring or cool it during summer using air conditioners. Highlighting that a right investment in an air-conditioning system will make it possible to enjoy problem-free and healthy heating and cooling for long years, **Mitsubishi Electric Air Conditioning Systems Section Manager Caner Güçer** explains

that air-conditioners make it possible to enjoy high energy saving and healthy air-conditioning and underlines the importance of filters in air-conditioners, responding to the heightened health concerns.

Tests its products rigorously

Noting that Mitsubishi Electric draws its strength from its global vision "Changes for the Better", Caner Güçer explains; "Mitsubishi Electric produces its air-conditioning systems under the Mitsubishi Electric Quality ("MEQ") approach signifying the highest standards in comfort, efficiency and durability. Our brand subjects its air-conditioning systems to rigorous tests, controls its production using the highest precision processes, in order to offer the best under

this global quality approach showing the excellence in technology, design and production. As a result, our systems withstand longer years until the end of its lifetime."

Detects the persons present in the space and their body temperatures, heats or cools only up to what is necessary

Noting that Legendera air-conditioners, powered by AI Algorithms, is able to learn spots individuals spend their time most, Mr. Güçer explains: "This makes it possible to heat or cool the less used spots enabling to achieve maximum comfort and minimum energy consumption. Legendera air-conditioners senses the body temperature of the individuals present in the environment thanks to Artificial Intelligence algorithm and '3D i-See Sensor' space scanning technology, automatically adjusting the fan speed and air blowing method while ensuring maximum energy efficiency and comfort as it avoids excessive cooling and heating. 3D sensor systems of Legendera air-conditioners can set the temperature 1 or 2 degree up or down when no user is present in the space for energy saving, as well as detect the areas where individuals spend their times most to provide necessary comfort."

An eco-friendly and budget-friendly approach with 2 times higher efficiency

Underlining that consumers may be concerned that air-conditioners cause higher electricity bills, Caner Güçer explains "Delivering a ground-breaking performance thanks to the Poki-Poki Motor developed with the technology of Mitsubishi Electric providing substantially increased efficiency, Legendera series air-conditioner is a pioneering product with cooling efficiency factor up to 10.5, meaning two times higher efficiency than regular Class A devices. With our Legendera Series, up to class A+++, and our Enviro^{ME} series with efficiencies of cooling up to A+++ and heating up to A++, we facilitate change in heating habits in the houses, while contributing to the reduction of energy consumption in both heating and cooling. Legendera series also cares the wallet of users with only 2 Watt of power consumed by Plasma Quad Plus filter, contributing in the budgets of consumers and environment."

Filter Technology in Air-Conditioner and Easy-to-Clean Devices are vitally important

Indicating that need for indoor ventilation has increased not like before as we started to spend most of our time indoors, Mr. Güçer concludes: "Filter in the air-conditioner and ease of cleaning should also be one of the selection criteria for consumers... Plasma Quad Plus Filter used in our Legendera series air-conditioners has the power to filter out even particles with a size of 0.3µm... Another highlight is the Dual Barrier Coating applied in the internal units of the Legendera series air-conditioners... This dual barrier structure implemented on the fan, heat exchanger and air passage in the indoor unit makes oil and water-based contaminants to deposit allowing them to deposit on the filter. Therefore, users can have an appliance cleaning that is both easier and effective while cleaning their filters. When a detailed professional cleaning becomes necessary, it is done in a short time. As a result, it is possible to use the device for a prolonged time. By selecting the right system for their spaces, consumer can enjoy a healthy environment heated or cooled by an air-conditioner without any concern."

About Mitsubishi Electric Corporation

With 100 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. Mitsubishi Electric enriches society with technology in the spirit of its "Changes for the Better".

The company recorded a revenue of 4,462.5 billion yen (U.S.\$ 40.9 billion) in the fiscal year ended March 31, 2020. For more information, please visit www.MitsubishiElectric.com*

**U.S. dollar amounts are translated from yen at the rate of 109=U.S.\$1, the approximate rate on the Tokyo Foreign Exchange Market on March 31, 2020*

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. 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 neighbouring countries' communication and broadcasting infrastructure. For detailed information; tr.mitsubishielectric.com

About Mitsubishi Electric Turkey Air-Conditioning Systems

Mitsubishi Electric Turkey Air-Conditioning Systems engages in sales and aftersales services in heating, cooling, ventilation and hot water supply with residential-office air-conditioners, commercial air-conditioners, City Multi VFR central air-conditioning systems, heat pump systems, ventilation systems, control systems and hand drying systems. Company stands out with its devices rated as A, A+, A++, or A+++++ energy class according to Seasonal Efficiency Criteria in heating and cooling, "MELCloud", a cloud-based solution to control the air-conditioning over Internet, and "Keşfetteam", a technological discovery service to identify the ideal air-conditioners for a specific space and its ideal location in the space.

Mitsubishi Electric Turkey Social Media Accounts

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