PRESS RELEASE **9 January 2024**

Mitsubishi Electric and Visual Components Establish a Joint Venture for 3D Simulators

Mitsubishi Electric Corporation has established a new company in cooperation with Visual Components, one of the world's leading 3D software companies in the 3D manufacturing simulation industry, to develop and market 3D simulators for manufacturing applications.

Mitsubishi Electric Corporation has established a new company in cooperation with Visual Components, one of the world's leading 3D software companies in the 3D manufacturing simulation industry, to develop and market 3D simulators for manufacturing applications. Mitsubishi Electric has launched a joint venture with Finland-based 3D software company Visual Components. Through the newly established ME Industrial Simulation Software Corporation, Mitsubishi Electric aims to further enhance its digital twin platform for circular digital engineering business solutions. Visual Components software is used for applications such as layout planning, manufacturing simulation, offline programming, and PLC verification. The software operates in compatibility with Mitsubishi Electric's factory automation (FA) products, offering standard functions for connecting with PLCs and robots, as well as high-efficiency functionality for 3D simulators. By combining Mitsubishi Electric's advanced control technologies and manufacturing expertise with Visual Components' technology, the new company aims to further strengthen the functionality and services of the Mitsubishi Electric "MELSOFT Gemini" 3D simulator, which organizations use to overcome labor shortages, improve productivity, and further enhance production quality.

Through its development base in Finland, the joint venture will be able to fully leverage Visual Components' development expertise to verify device control using 3D simulators, increase design efficiency by creating control logic, and improve productivity by utilizing comprehensive manufacturing data. The customized solution capabilities of Visual Components' sales engineers will also enable Mitsubishi Electric Factory Automation Systems to better meet the diverse production needs of businesses in the market.

MELSOFT Gemini 3D Simulator Aims to Reduce the Cost of Transitioning to Digital Manufacturing

Today, manufacturers face challenges such as labor shortages in certain markets while also dealing with increasing demands for high productivity and quality. Mitsubishi Electric Factory Automation Systems is strengthening its software portfolio and support to enable a full transition to digital manufacturing. Launched last year, the MELSOFT Gemini 3D simulator provides a digital twin platform that uses 3D technology to create virtual production lines and facilities in digital environments. In this way, it aims to reduce the burden of design, equipment, and line setup, as well as lower the total cost of ownership across engineering chains.

Emphasizing the importance of 3D simulation for companies aiming to optimize their product and lifecycle processes, Visual Components CEO Mikko Urho stated, "With this joint venture that combines Visual Components' 3D simulation software with Mitsubishi Electric's manufacturing expertise, we are maximizing synergy. Through this synergy, we will accelerate the realization of digital manufacturing and contribute to strengthening our customers' competitiveness."

Toshie Takeuchi, President of Mitsubishi Electric Factory Automation Systems Group, also highlighted that Mitsubishi Electric Automation Systems focuses on helping the business world overcome various manufacturing challenges, stating, “Our factory automation systems support the accumulation and analysis of data from devices and equipment at manufacturing sites to develop solutions for customers’ engineering chains. Our joint venture with Visual Components will bring together the strengths of both companies to provide significant support to manufacturing facilities.”