



# *Partnership* *Partnership for success* *for* *SUCCESS*

Mitsubishi Electric Europe B.V.

Changes  
*Our*  
for the  
*Customers*  
Better  
*Know Our*  
*Mission:*  
*Continous*  
*Improve-*  
*ment.*

We are bringing them together: the best heads and technologies.

In today's digital and globalised world, customers' tasks are getting increasingly complex. Developing solutions, which frequently consist of a number of components, requires excellently trained and dedicated members of staff as well as the extensive resources our group has to offer. We also have to cooperate closely with our customers and external partners. This is especially true if expectations are as high as ours. Cooperation is a key term in our company philosophy.

Mitsubishi Electric embodies innovative, top quality products. But we still have a desire for more.

Our objective is to make the world that bit better: through our products and services as well as by acting with integrity and being fair to all business partners, society and its institutions. And last but not least to our employees worldwide, who realise and live our company philosophy every day. It is their dedication which ensures that we are reaching our target of getting better still: "Changes for the Better"



Mitsubishi Electric Europe B.V. is a wholly owned subsidiary of Mitsubishi Electric Corporation based in Tokyo, Japan. Our organisation currently has 9 European branches and a representative office in Russia. In addition Mitsubishi Electric operates 6 production facilities in Europe.

We acknowledge our social responsibilities.

Mitsubishi Electric is the quality and innovation leader in many fields but we never lose sight of the two most important factors in our business: the people and the world we live in. As a business, we acknowledge our responsibilities to society, our employees and our environment. We honour these responsibilities by carefully managing all resources; by becoming involved in local affairs; and being committed to social, sports and cultural activities.





## Air Conditioning

Cosy climate.  
Enjoy a good  
atmosphere with  
perfect solutions.

The atmosphere in a room affects our physical well-being and also has an impact on our concentration levels. We need a comfortable atmosphere.

Our air conditioners create the perfect atmosphere in offices, shops, hotels and restaurants. We all know that if the atmosphere is comfortable, people enjoy shopping, are able to concentrate on their work, hold successful meetings and relax while enjoying a great meal. Mitsubishi Electric's Air Conditioning Systems are installed around the globe: operating at

a whisper, flexible in use, low on electricity consumption and environmentally friendly.

Facing the challenge of creating perfect air conditioning solutions is the breeding ground for innovations such as leading-edge inverter technology, ecological cooling agents and special air filters. Mitsubishi Electric is the first manufacturer to be awarded the hygiene certificate for all air conditioning devices (M series) by an independent hygiene institute.

Continuously improving the climate around the world also means taking responsibility for an optimal use of energy in order to protect the environment.

Developing energy conserving innovations is at the top of our agenda. One of the results is a heat exchanger that almost

completely reuses the available cooling or heating energy. It reduces the energy consumption of our systems by up to 70%.

In order to offer the best possible systems combination to our customers, Mitsubishi Electric set up its product range along modular lines. Just as flexible is our software in combination with easy to use control units: up to 2,000 units can be supervised and controlled at the click of a mouse.

Feel-good climate made by Mitsubishi translates into: great atmosphere due to perfect solutions.





## Auto-

Drive safely,  
arrive safely.

A new  
dimension of  
driving.

*Driving can be so relaxing, hearing your favourite songs over your in-car stereo, only interrupted by the pleasant voice from the navigation system, guiding you safely.*

But what happens if there is a traffic jam? No problem: Mitsubishi Electric's navigation system processes traffic warnings from radio stations and suggests alternative routes. Forget unfolding huge maps, which are probably not up-to-date anyway, and relax. Our navigation devices show

you the best route and also compute your new time of arrival. If you are going to be late at least you can call in good time just in case traffic is too heavy.

Thanks to Mitsubishi Electric driving is pure pleasure: our car entertainment equipment transforms your car into a concert hall.

Mitsubishi Electric is dedicated to continually advancing the control systems used in engine management as well as electronic safety equipment in cars. We aim to find intelligent ways to reduce fuel consumption and pollution and to increase road safety with improved lighting and better drive stability. Features which will ensure that we can all enjoy a relaxed drive, regardless of the weather.

Truck drivers are acutely aware of the fact that Mitsubishi Electric

solutions make life that bit easier. They can reduce their stress levels thanks to our electric steering support system. While they are manoeuvring their trucks with fingertip control Mitsubishi Electric provides the necessary power in the background.

All this ease soon becomes second nature, as if it had always been there. Today we no longer consider that a car has an ignition and an electric generator. We have improved devices like these to such an extent, that their existence is almost forgotten. And that's just the way it should be.





## Factory Automation

Making the  
vision a reality.

Development and innovation are key drivers for Mitsubishi Electric's Factory Automation group. Through this continuous activity, integrated robot and machine systems can now turn complex tasks in to an industrialised reality. Factory automation has enabled the growth of efficient and cost-effective production, delivering more affordable products for us all.

Mitsubishi Electric is one of the pioneers in factory automation. Thanks to our experience we have gathered unique expertise in all fields of factory automation.

We are one of the few companies worldwide which is able to provide everything from an

automation component to the integrated solution of a complete machine tool.

Mitsubishi Electric has gathered more than half a century's experience in developing control units. These include many groundbreaking innovations, such as the first directly programmable CNC control system. Today our control solutions are used in our own machine tools as well as in those of almost all other global manufacturers, from lathes and milling machines to highly complex laser machining centres.

In addition to its top positioning in intelligent control and drive systems, Mitsubishi Electric has also carved out an excellent position in the global market for eroding systems. For example in 2005 we were presented with the Frost & Sullivan "Global Market Leader Award". Our eroding systems are mainly used

in tool and mould construction, but are increasingly being used as a part-production system in hightech-industries such as automotive and aviation.

Automation by itself is no longer sufficient to maintain a competitive advantage in a globally networked world. Mitsubishi Electric recognised this early on and develops new solutions with its customers which seamlessly integrate automation into all levels of the entire value chain.

The intelligent networking of all factory automation components like HMIs, PLCs, CNCs, drives and robots, offering highest productivity and efficiency, is what we call e-F@ctory and where we are already one of the leading solution providers in the Automotive Industry.





## Semi- conductors

Hightech for better  
quality of life and  
environmental  
protection.

Our modern life-style would be impossible without semiconductors. They are used in power generation as well as in materials processing or data transmission. Mitsubishi Electric is one of the key players in the field of semiconductors.

Our transistors and modules are used in high frequency technology for mobile communications and radar systems. Our high frequency semiconductors ensure that radio and TV signals are transmitted via satellite. In the field of opto-electronics our laser diodes transform elec-

tric impulses into optical signals and facilitate the transmission of data, film and voice via fibre optical cables. High-power laser diodes are used for industrial and medical applications, such as in ophthalmology to correct or restore sight, as well as for welding, cutting and coating metals in industrial applications.

Mitsubishi has more than 40 years' experience in developing and producing Power semiconductors. As the first company worldwide which mastered all required technologies, Mitsubishi Electric developed the concept of the Intelligent Power Module (IPM).

We are leaders in this field as well as in IGBT technology (Insulated Gate Bipolar Transistor) and provide a suitable module for various application fields, for example motor control or traction of railways.

Power semiconductors have also boosted wind and solar energy. They transform direct current to alternating current so it can be fed into the grid. Mitsubishi Electric semiconductors ensure greater efficiency and lower power consumption.

We are delighted to be able to contribute to increased environmental protection with these innovations thereby adding to people's quality of life. This has also included changing over our production of all semiconductors to lead-free.





## Visual Information Systems in motion.

Being where the action is triggers emotions. Watching a live Formula One race or your favorite football team is special to all of us.

Now this experience is getting even more intense for everybody in the audience. In more and more sports arenas and music venues, fans are closer to their heroes than ever before, thanks to huge projection cube walls and gigantic LED screens. Mitsubishi Electric has come up with creative ideas to develop displays with excellent picture quality – showing images that are truly moving, giving spectators that special front row feeling.

The better the picture quality, the more viewers are fascinated by what they see. This also applies to business presentations and to educational use. Thanks to Mitsubishi Electric projectors, presentations are suddenly transformed into a truly stunning visual experience. The same holds true for home cinema: picture quality and screen size captivate the audience.

Photography is becoming digital but you still want to print your photos and share them with others. Mitsubishi Electric's user-friendly photo systems, Kiosk and Click, help you to do just that.

All standard storage media can be read, then photos can be edited and printed. Solutions are available for a wide range of applications, from private users to professionals.

Mitsubishi Electric is also meeting increasing demands in the fields of security and medicine with products of the highest quality. Our systems store pictures from CCTV on hard disks and display them on projection cubes in control centres with high resolution, while our digital printers create excellent print-outs so that diagnostic decisions in medical care can be made with increased reliability.

Mitsubishi Electric visual systems are making a significant contribution to our health and safety.





## Photovoltaic

The sun: energy of the future.

Sun is life. This energy source is inexhaustible and clean: enough warmth for the whole world. Exploiting solar energy is a promising technology to establish a global sustainable energy sector.

Mitsubishi Electric is dedicated to the future of the environment. We develop efficient solutions for sustainable energy generation in the spirit of the Kyoto Treaty of 1997, in which governments around the world agreed measures to protect the environment.

In 50 years of research and practical trials in space and on earth, photovoltaic power generation plants used to generate

electricity from solar energy have proven their value. Mitsubishi Electric units are environmentally friendly and economical solutions for private households and businesses. We have increased our annual production in the last three years by a factor of four to 130 megawatt. This already makes us a leading manufacturer worldwide. But we will continue our expansion.

Mitsubishi Electric has significantly extended the life of photovoltaic units with a number of technical innovations and increased constantly the efficiency of transforming solar energy into electricity. In addition, we have improved the environmental impact of solar energy by switching to a lead-free production process.

Mitsubishi Electric expanded its product range to include

power converters, which are the key to making the electricity generated by solar cells usable in households.

We are convinced that solar energy is the future source of power generation and are doing our best to make this future happen.



## Elevators/ Escalators

Like floating on clouds – only safer.

Mitsubishi Electric develops lifts which have more to offer than simply being a means of transport from floor to floor. We carefully research customers' needs

to ensure that we can live up to their expectations. Our expertise in the production, installation and maintenance of lifts is expressed perfectly in our new high-speed lifts.

Thanks to intelligent software, it swiftly and almost silently carries passengers without any vibrations. The software is able to recognise patterns in use and to learn.

We also use our know-how in designing escalators and moving walkways. Our spiral escalator design is unique and complies with the highest quality and safety requirements.\*

## Substation

Keeping the world turning.

Power supply is the central nervous system of our modern society.

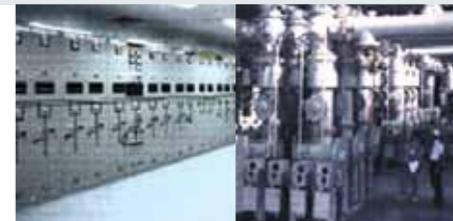
Electricity ensures that our food stays fresh, traffic keeps moving and our communications work.

Mitsubishi Electric substations contribute to securing uninterrupted power supply around the world. We develop turn-key projects for our customers or supply suitable components.

In the field of GIS (Gas Insulated Switchgear) our customers benefit greatly from the experience we have gathered in

30 years and our high quality standards. This also explains why Mitsubishi Electric substations are among the most reliable around the world. As yet our substation activities in Europe are limited to GIS Circuit Breakers, but we do intend to enhance our activities in the future.\*

\* Currently our services are not available in all European countries. But we will be delighted to receive requests in all branches or via internet.





## Train

Heading into the future at high speed.

Mitsubishi Electric's railway technologies play a major role in the safety and efficiency of Japan's nationwide electric railway services. We've been pro-

viding electrical motors, switches, radio systems and much more for use in electric trains, stations and literally every aspect of the national rail infrastructure since the first half of the 20th Century. Our engineering and manufacturing, testing and inspection, maintenance and training know-how form the backbone of the world famous Bullet Train, or Shinkansen. Now we're perfecting

Magnetic Levitation (Maglev) and Light Rail Transit (LRT) technologies and systems. Mitsubishi Electric intends to be a major force in 21st Century transportation. Our international network supplies overseas markets with cutting edge technology, in the case of Europe for example with air conditioners for the next generation Underground trains.\*

## Satellite

Cutting-edge technology for day-to-day use.

Mitsubishi Electric's space technology includes the manufacture and implementation of both satellites and ground systems.

Over the past four decades, we have completed more satellite projects for communications businesses, government agencies, and other large-scale clients than any other Japanese company.

We have a distinct advantage when it comes to designing, building, launching and controlling satellites. Because we also excel

in the solar panel, antenna, amplification, tracking, control and ground station system technologies that make satellites practical to own and operate. We're a turn-key satellite systems solutions company for major space-based networks. We're keeping our eyes fixed upward.\*

\* Currently our services are not available in all European countries. But we will be delighted to receive requests in all branches or via internet.

## R&D

Communications for the future.

ITE (Mitsubishi Electric Information Technology Centre Europe) is Mitsubishi's European R&D arm stimulated by a progressive European research community. It comprises two laboratories: TCL

(Telecommunications Lab.) and VIL (Visual Information Lab.). TCL is investigating advanced concepts and technologies for wireless and wired communication, whether for supporting services in access and indoor communication networks or for applications such as high quality FA networks, sensor networks, and any other domain where

developed technology may be applied. VIL researches digital multimedia, broadcasting and advanced techniques for radar / image / video analysis and representation, including ISO / MPEG standardisation. It also innovates in stochastic signals and processing, multispectral sensing (AF to UV), pattern recognition and smart-sensor networks.

## EMC

Tests for success in the global market.

Global markets are continuing to converge. Companies wishing to be successful with their products on a global scale have to

comply with a number of technical and legal standards. The EMC-COMPETENCE-CENTER is a governmental accredited laboratory that checks electrical and electronic products in terms of electromagnetic compatibility, electrical safety and for product certifications. These checks provide customers with a sound legal base. If admissions are to

apply worldwide for different markets we cooperate with international partners. We offer online EMC project processing so companies can save time and money.





## Social

### Committed to Activities people.

There is something we will never cease being committed to: people and the environment we live and work in.

For that reason around the globe we foster the mutual understand-

ing of different races and cultures, support social activities, actively promote the protection of our environment and sponsor talents and achievements in sport, music and science.

Through our respective foundations we support and help the physically and mentally disabled in the USA and in Thailand provide scholarships for enginee-

ring students and enable children of low-income households to attend school. The Primer Palau Festival in Spain is an example of our cultural sponsorship. Young talents are given the opportunity to display their skills in the world famous concert hall „Palau de la Música Catalana“. For many this was the start of a professional career.

## Factories

### Proximity to customers, quality and reliability.

Global production is a given these days.

Our production sites are spread throughout Asia, America and Europe. They all share the same high standards of quality and reli-

ability, developed in the mother factories in Japan. Particularly in the automotive field, however, proximity to the customer plays a vital role and our factories in the Czech Republic and the Netherlands are thus located in or close to the most important regions of the automotive industry.

In our factory in Scotland we manufacture air conditioning

systems, specifically tailored to the European market, while our other production sites are fully focused on their local markets.

Customer proximity, quality and reliability not only satisfy our customers, but also secure the jobs in our factories.



## Chronicle

### Mitsubishi Electric in Europe.

1969	Opening Representative Office in London	1980	Opening Project Engineering Office in Croydon, UK	1995	Establishing ITE Mitsubishi Electric Information Technology Centre Europe in France and UK
1972	Establishing Mitsubishi Electric Branch in UK	1981	Opening Mitsubishi Electric Benelux Branch in the Netherlands	1996	Establishing Mitsubishi Electric Europe B.V.
1975	Establishing AMF Ascenseurs Mitsubishi France	1982	Opening EPC European Purchasing Centre in London	1997	Opening Representative Office in Moscow
1978	Opening Mitsubishi Electric German Branch and Mitsubishi Electric Spanish and Portuguese Branches	1983	Opening Mitsubishi Electric Scandinavian Branch in Sweden	2000	Establishing MEAC Mitsubishi Electric Automotive Czech s.r.o. in Prague
		1985	Opening Mitsubishi Electric Italian Branch	2001	Establishing EPCE Electric Powersteering Components Europe s.r.o. in Prague
		1988	Opening Mitsubishi Electric French Branch		
		1994	Establishing M-ACE Mitsubishi Electric Air Conditioning Systems Europe Ltd. in UK (Scotland)		



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