

Mitsubishi Electric's "Threebots" honoured with Red Dot Design Awards

- **"Threebots" display receives the coveted Red Dot Award:
Best of the Best!**
- **Beautiful robot choreography explains the solution concept
of the company**
- **The innovative exhibition "The World of Mitsubishi Electric"
can be visited at the German Branch in Ratingen**

Ratingen, Germany, 13th of December 2016

In November, Mitsubishi Electric was presented with the "Best of the Best" and "Grand Prix 2016" awards at the prestigious Red Dot Gala. The prizes were awarded for the interactive "Threebots" robot application which can be found at the company's German branch in Ratingen. Yuji Suwa, Branch President, and Georg Jennen, General Manager of the German Branch, received the awards as representatives of the company before about 1,400 invited guests.

The "Threebots" display is an interactive concept which is part of "The World of Mitsubishi Electric" exhibition, housed in Ratingen. It consists of three industrial robots which are joined in a technically challenging choreography. The continuous, perfectly coordinated routine features simultaneous animations on the monitors. The effortless motion demonstrates the technology capabilities of the robots and vividly illustrates other product ranges from Mitsubishi Electric.

The robots in the display are deliberately choreographed to break with conventional robotic motion patterns. The result is a poetic display of

the robots' dexterity and total flexibility.

Videos of the award winning "Threebots" display, as well as the coveted "The World of Mitsubishi Electric" exhibition, can be found at the 'Mitsubishi Electric Germany' YouTube channel. The exhibition is displayed in the foyer of the building and visitors are welcome to explore the exhibition themselves.

First released in Germany on 7th of November 2016

Note:

See how Mitsubishi Electric is able to respond to today's automation demands:

eu3a.mitsubishielectric.com/fa/en/solutions

Image Captions:



Picture 1: Yuji Suwa, Branch President (2.f.l.), and Georg Jennen, General Manager of the German Branch of Mitsubishi Electric (r.) received the Red Dot Award together with Andreas Schimmelpfennig and Sarah Böckenhüser, both Elastique GmbH, Cologne.

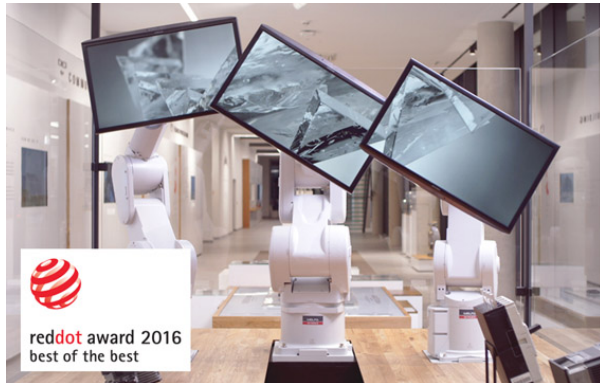
[Source: Red Dot; Mitsubishi Electric Europe B.V.]



Picture 2: At the official Red Dot Gala at “Konzerthaus” in Berlin Mitsubishi Electric was honored with the coveted award “Best of the Best” and “Grand Prix 2016” for its interactive robot application

“Threebots”, located in the German Branch in Ratingen.

[Source: Red Dot; Mitsubishi Electric Europe B.V.]



THE WORLD OF
MITSUBISHI ELECTRIC

EXHIBITION

Pictures 3+4: The exhibition concept “The World of Mitsubishi Electric” with “Threebots” is already honoured with several awards.

[Source: Red Dot; Mitsubishi Electric Europe B.V.]

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About Mitsubishi Electric

With over 90 years of experience in providing reliable, high-quality products to both corporate clients and general consumers all over the world, Mitsubishi Electric Corporation is a recognised 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, as well as in products for the energy sector, water and waste water, transportation and building equipment.

With around 135,000 employees the company recorded consolidated group sales of 38.8 billion US Dollars* in the fiscal year ended March 31, 2016.

Our sales offices, research & development centres and manufacturing plants are located in over 30 countries.

Mitsubishi Electric Europe B.V., Factory Automation European Business Group (FA-EBG) has its European headquarters in Ratingen near Dusseldorf, Germany. It is a part of Mitsubishi Electric Europe B.V., a wholly owned subsidiary of Mitsubishi Electric Corporation, Japan.

The role of FA-EBG is to manage sales, service and support across its network of local branches and distributors throughout the EMEA region.

**Exchange rate 113 Yen = 1 US Dollars, last updated 31.3.2016 (Source: Tokyo Foreign Exchange Market)*

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