



PRESS RELEASE

New partners help develop the e-F@ctory Alliance into the future

New partnerships announced by Mitsubishi Electric are helping to develop the e-F@ctory Alliance - extending the boundaries of data use beyond factory automation.

This year's SPS/IPC Fair, at Nuernberg in November, sees the official announcement of a number of strategic partnerships between Mitsubishi Electric and a group of specialist data and software solution providers, with the aim of extending the scope of the company's e-F@ctory Alliance.

The list includes companies as diverse as specialist integrators of SAP® solutions, vertical sector experts and developers of mobile communications, to companies offering open programming environments and network databases. The aim is to open the doors to Mitsubishi's advanced automation technology to a wider range of developers and systems specialists, allowing them to develop new solutions for customers with far higher levels of interconnectivity and functionality than ever before.

As more IT systems are employed by the manufacturing industry, in order to remain competitive, an increasing amount of shop floor information has to be integrated into wider company systems; from advanced plant control and monitoring, through to integrated production, accounts and purchasing systems.



Without a unified solution, which provides a transparent view of the business and manufacturing systems, the sheer volume and diversity of data required can overwhelm system users. The answer is e-F@ctory, Mitsubishi Electric's vision for manufacturing that unifies its leading technology control hardware and networks with enterprise IT systems offered by strategic partner companies.

The e-F@ctory concept was born out of the expertise Mitsubishi developed in-house through facing its own challenges as a global manufacturing enterprise. The technology provides the tools to immediately improve almost any enterprise's bottom line through increased productivity, shorter lead-times and reduced waste.

The main driving force behind the global search, validation and signing-up process for the current crop of partner companies is well-known industry marketing figure Chris Hazlewood. He commented on the new list of development partners,

'We were looking for companies that were solving real world issues for our customers; innovators that were already pushing the boundaries of what could be done with communications and our factory automation hardware and software. I'm pleased to say that we have found some very exciting products that provide everything from integration with SAP solutions to interactive control of production plant equipment from a BlackBerry®. We are building partnerships with these companies, sharing development and sales resources with individual people who are offering key complementary technologies to the core factory automation systems Mitsubishi already offers.'

The official partner companies announced at the exhibition include, with their specialties: ubigrate (specialist integrator of SAP solutions), Schad (remote monitoring and control via BlackBerry), Birdstep (high reliability



network databases), CMI (solutions for the water industry), CoDeSys (open programming environment) and ILST (MES connectivity).

Mitsubishi recognizes the current trends in industry for solutions that go beyond what can be achieved with traditional automation devices and is looking to push those boundaries. The EMEA Product Marketing Director and President of Mitsubishi Electric Europe BV, German branch, Noriaki Himi, underlines the spirit behind the open nature of Mitsubishi's automation development philosophy,

'As Mitsubishi continues to expand globally, these partnerships represent the cooperation that is essential for long-term sustainability. As the need for more efficient and sustainable productivity becomes more critical than ever, we are seeking new ways to deliver solutions to our customers and provide changes for the better.'

About Mitsubishi Electric

With over 80 years of experience in providing reliable, high-quality products to both corporate clients and general consumers all over the world, Mitsubishi Electric Corporation (TSE: 6503) 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. The company recorded consolidated group sales of 3,665.1 billion yen (US\$ 37.4 billion*) in the fiscal year ended March 31, 2009.

Mitsubishi Electric Europe B.V. is a wholly owned subsidiary of Mitsubishi Electric Corporation, Japan, and represents over a 30 year history of sales, service and support of automation products within the European market place.



For more information visit

<http://global.mitsubishielectric.com>

<http://www.mitsubishi-automation.com>

<http://www.mitsubishielectric.de>

*At an exchange rate of 98 yen to the US dollar, the rate given by the Tokyo Foreign Exchange Market on March 31, 2009

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