

# Press release

1 December 2009

## Creative gift ideas:

### **Easycalendar and Easyalbum from Mitsubishi Electric**

Mitsubishi Electric is expanding its product range in time for the Christmas sales period. The new items being added to the established Kiosk systems are called 'Easycalendar' and 'Easyalbum'. These enable customers to paste their photos, printed, e.g. on Mitsubishi Electric's instant photo printing systems, directly into the selected presentation medium. This eliminates delays for online orders and makes it possible to immediately satisfy the customer's photo-specific requests. Businesses can then take full advantage of the increased customer activity during the lucrative Christmas shopping season.

The 20-page Easyalbum features a practical, durable spiral binding. Easy to handle and made of high-quality materials, Easyalbum offers an ideal location for permanently storing precious memories. Available in 10 x 15 cm, 15 x 23 cm and 20 x 25 cm formats, it also leaves customers ample space for their own creative page layouts, so their humorous and precious memories are certain not to fade.

A calendar with one's own photos is a cherished gift under any Christmas tree. Mitsubishi Electric's Easycalendar provides a simple system with six double-sided pages that can be individually designed. As a table calendar displaying treasured holiday moments or with the latest photos of the grandchildren, its pages, like those of the Easyalbum, are also spiral-bound. Easycalendar is available in three formats: 10 x 15 cm, 13 x 18 cm and 15 x 23 cm.

Mitsubishi Electric provides businesses with informative point-of-sale material for the new products to enable improved presentation and to provide ideas for promoting sales.

## **About Mitsubishi Electric**

For more than 80 years now, the name Mitsubishi Electric has stood for innovative, high-quality products on which business customers and consumers all over the world can rely. Based on its many years of experience, Mitsubishi Electric is a recognised market leader in the development, production, distribution and sale of electrical and electronic products for use in data processing and communication, aerospace, satellite communications, consumer electronics, industrial technology, energy, logistics and building services.

Mitsubishi Electric Europe B.V. is a fully owned subsidiary of the Japanese Mitsubishi Electric Corporation. Through innovative technologies, high-quality products and solutions, Mitsubishi Electric Europe B.V. helps the group's European customers achieve their corporate objectives.