

e-F@ctory Alliance exhibition launches into the virtual world

Ratingen, Germany 4th of June 2013

The e-F@ctory Alliance* trade show is the first full exhibition to be staged using Mitsubishi Electric's new virtual exhibition platform, and the first major virtual show to deliver a convincing and rewarding visitor experience.

Designed to deliver an engaging journey for visitors combining access to technology experts via video and a wealth of reference material delivered direct to a PC, iPad or tablet, the entire exhibition venue has been rendered in great detail and heralds a number of industry firsts.

Embracing the 'new' is an important part of the experience, but the show's creators are quick to point out that the Virtual Exhibition has been created to bridge the gap between real life events and support the 'live' conference and exhibition events.

The virtual exhibition is designed as an extension of a live event, not a replacement. As technology leaders in automation platforms and industrial software Mitsubishi Electric Europe wanted to take what they liked best about an exhibition experience and use technology to see what was possible with the latest visualisation and online interactive tools.

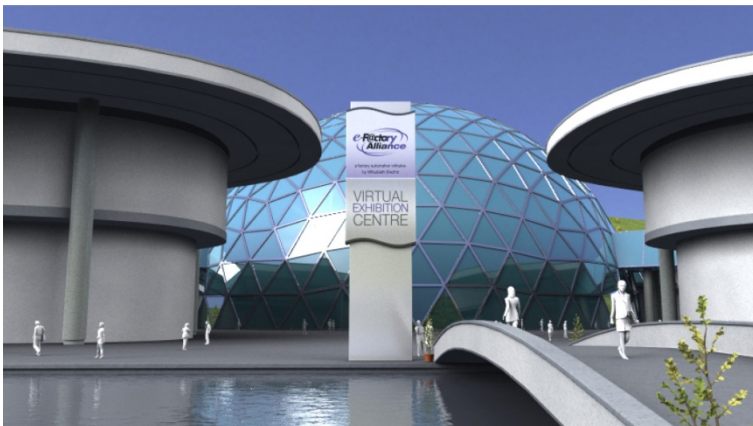
By making the experience available 24 hours-a-day to anyone with an internet connection, visitors are given access to information on-demand, when it suits them. The meteoric rise of Wi-Fi enabled mobile devices with high-res screens, powerful graphics capability and interactive

touch-screens has really brought the virtual exhibition platform alive. There are over thirty exhibition stands in the e-F@ctory Alliance exhibition hall. Just like a traditional trade show there is a mix of shell scheme stands and larger bespoke exhibition stands. There is also a large themed Mitsubishi Electric exhibition stand, designed just for the virtual venue, and other members have transposed their existing stand designs to the virtual world; one such is fieldbus protocol vendor CLPA.

Further into the future

Mitsubishi Electric already has more virtual exhibitions planned for the venue, which has eight halls in total; these include events for, for example, Energy, Food & Beverage, and Water. The e-F@ctory partner companies will have the opportunity to extend their exhibition stands at the current show and Mitsubishi is welcoming visitor and exhibitor feedback which it plans to use to mould the future of the venue which you can access from our website <http://www.e-factory-alliance.com>.

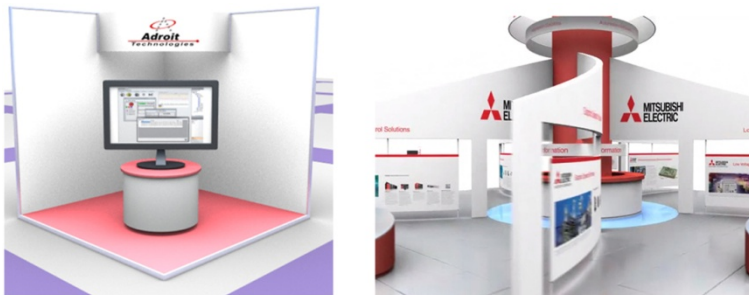
** e-F@ctory-Alliance is a factory automation initiative of Mitsubishi Electric Europe.*



Picture 1: The e-F@ctory Alliance trade show is the first full exhibition to be staged using Mitsubishi Electric's new virtual exhibition platform.



Picture 2: There are over thirty exhibition stands in the e-F@ctory Alliance exhibition hall.



Picture 3: Just like a traditional trade show there is a mix of shell scheme stands and larger bespoke exhibition stands.

Note to Editor: if you would like the text in another language please contact Stephanie Jones at DMA Europa – Stephanie@dmaeuropa.com.

About Mitsubishi Electric:

With more than 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 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, as well as in products for the energy sector, water and waste water, transportation and building equipment.

With around 117,000 employees the company recorded consolidated group sales of 36.3 billion Euro* in the fiscal year ended March 31, 2012.

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 109,56 Yen = 1 Euro, Stand 31.3.2012 (Source: Deutsche Bundesbank)*

Further Information:

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