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Mitsubishi Electric Develops Energy-saving Elevator Technology
Smart control system reduces energy consumption up to 10%

Tokyo, January 14, 2010 – Mitsubishi Electric Corporation (TOKYO: 6503) announced today that it has developed a new multi-elevator smart-control technology that can reduce energy consumption by up to 10% compared to current elevator systems, enabling building owners to cut energy costs without sacrificing passenger convenience. Mitsubishi Electric will incorporate the technology in its elevator systems starting this April, beginning with limited models and then gradually extending to other models in the company's lineup.

In line with increasing concerns about global warming, the operators of tall buildings and large facilities have shown strong interest in elevator systems that can help reduce energy consumption. Currently, however, most multi-elevator control systems require a trade-off between passenger convenience and energy saving, because they focus mainly on the reduction of passenger waiting time, which can lead to increased energy consumption.

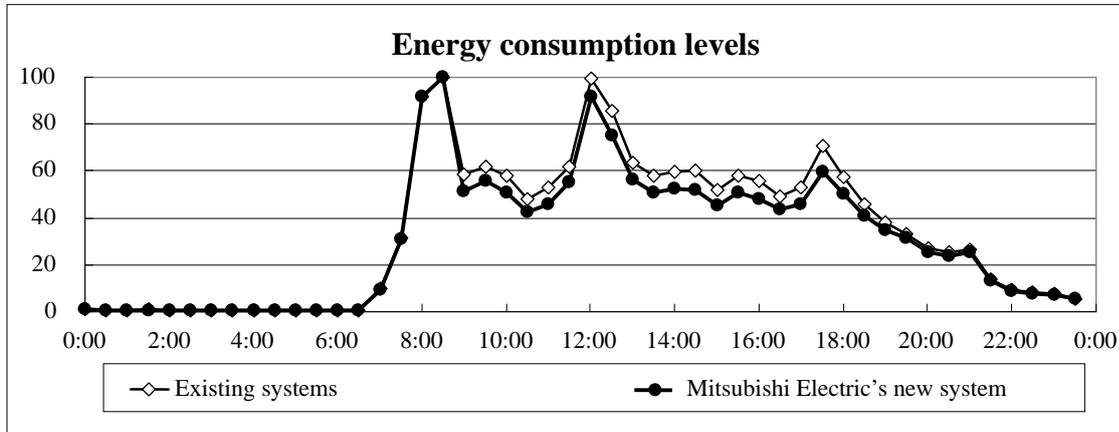
With Mitsubishi Electric's new smart control technology, however, when someone pushes an elevator button, the system selects the elevator that best balances operational efficiency and energy consumption. Selection is based on each elevator's potential energy consumption according to its current location and passenger load.

The system also predicts congestion levels throughout the day to maximize operational efficiency and minimize energy consumption. For example, it prioritizes operational efficiency during peak usage in morning and evening rush hours and at lunchtime, but then prioritizes energy efficiency during non-peak hours. In the latter case, the average wait time in a common office building is no more than 1 to 1.6 seconds longer than the current average wait of 20 seconds, so passenger convenience is hardly affected.

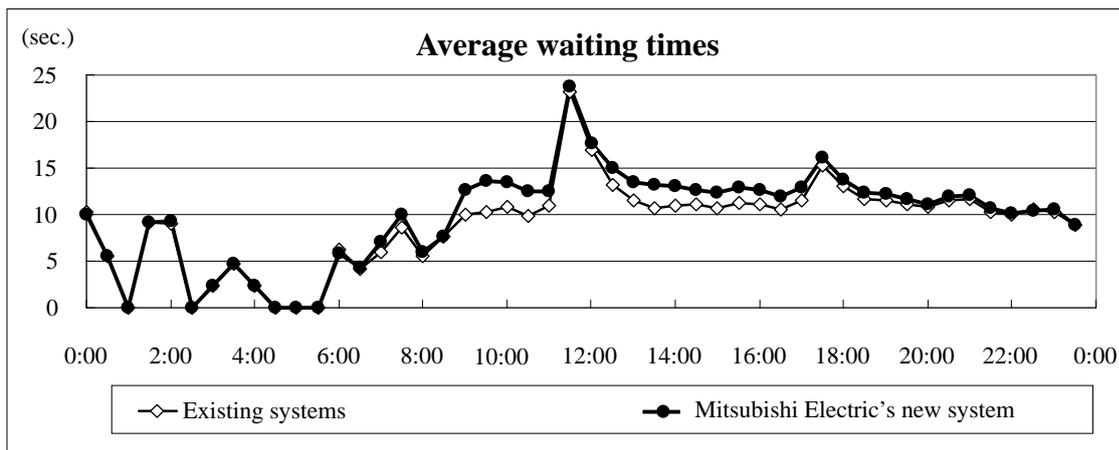
Energy-efficiency parameters can be selected manually, and elevators also can be set to proceed non-stop to the lobby floor to accommodate large crowds during special events.

Simulation of Mitsubishi Electric's new multi-elevator smart control system

(16-floor office building with 4 elevators)



100 = peak energy consumption



About Mitsubishi Electric

With over 85 years of experience in providing reliable, high-quality products to both corporate clients and general consumers all over the world, Mitsubishi Electric Corporation (TOKYO: 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. For more information visit <http://global.mitsubishielectric.com>

*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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