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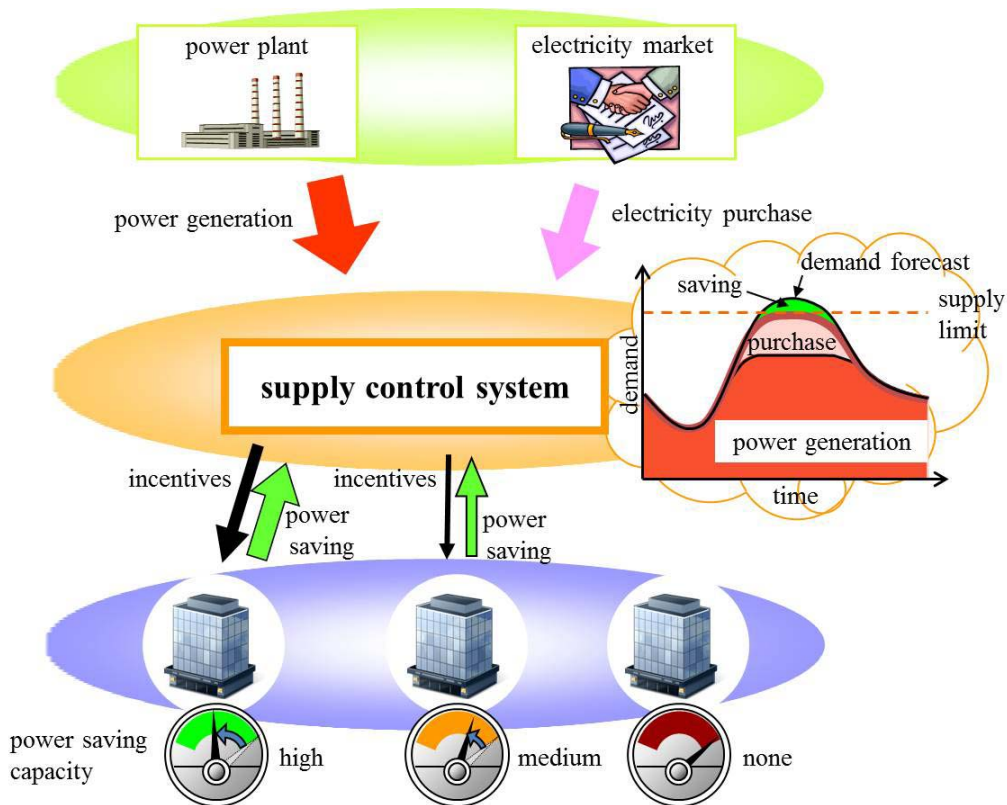
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**Mitsubishi Electric Develops Energy Management System with Demand-response Capability**

*Stabilizes power supply & demand management while minimizing electricity costs*

**TOKYO, February 14, 2013** – [Mitsubishi Electric Corporation](http://www.mitsubishielectric.com) (TOKYO: 6503) announced today that it has developed the technology for an energy management system (EMS) that responds dynamically to supply-demand conditions. The system automatically evaluates fluctuating power-generation costs and electricity-market prices to determine optimized incentives for saving power, thereby helping to stabilize supply and demand management while minimizing costs and benefits for utilities and customers alike. The technology was achieved through the company’s Smart Grid Demonstration Project initiative.



To help decrease power consumption during times of peak demand, power utilities have been widely implementing demand-response schemes that offer incentives to customers in exchange for their curtailed use of power. However, conventional demand-response schemes only offer the same fixed incentives to all customers, which can result either insufficient or excessive power savings depending on the conditions.

### **Key Technologies**

#### ***1) Power savings tailored to each user depending on capacity to curtail power usage***

Customers consuming large amounts, such as operators of buildings or factories, report their power saving capacities depending on the time of day, and desired incentives to utilities. Mitsubishi Electric's EMS aggregates this information and predicts total power-curtailment capacities and incentives. The system then calculates the distribution of optimized power-saving requirements and incentives for individual users. As a result, utilities can avoid burdening society with either insufficient power supply or excessive requests for power savings.

#### ***2) Optimized incentives reflecting power-generation costs and electricity-market prices***

EMS calculates optimized incentives by taking into account fluctuating power-generation costs, market prices and the power-saving capability of each customer. EMS also calculates optimal power generation volume, electricity transactions and power savings to achieve maximum power savings and cost reductions for both utility supply and customer usage. Additionally, EMS achieves benefits not only during periods of peak demand, but also during periods of excessive power supply.

#### ***3) Lower power-supply costs through minimized installation of electrical facilities***

EMS helps avoid the construction of costly and unnecessary power-generation and -transmission facilities in electrical systems that would otherwise be required for power generation and distribution during periods of peak demand.

(continues)

**Mitsubishi Electric's newly developed technology vs. conventional systems**

	Function	Performance
EMS with demand-response	Optimized incentives reflecting fluctuating power generation costs and market prices.	Incentives for utilities and customers, and benefits during periods of peak demand and excess supply.
Conventional	Fixed, uniform incentives for all customers by contract.	Possibility of unstable demand management because incentives are not optimized.

Pending patents for the technology announced in this news release number four in Japan.

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**About Mitsubishi Electric**

With over 90 years of experience in providing reliable, high-quality products, 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. Embracing the spirit of its corporate statement, Changes for the Better, and its environmental statement, Eco Changes, Mitsubishi Electric endeavors to be a global, leading green company, enriching society with technology. The company recorded consolidated group sales of 3,639.4 billion yen (US\$ 44.4 billion\*) in the fiscal year ended March 31, 2012. For more information visit <http://www.MitsubishiElectric.com>

\*At an exchange rate of 82 yen to the US dollar, the rate given by the Tokyo Foreign Exchange Market on March 31, 2012