

MITSUBISHI ELECTRIC CORPORATION
PUBLIC RELATIONS DIVISION
7-3, Marunouchi 2-chome, Chiyoda-ku, Tokyo, 100-8310 Japan

FOR IMMEDIATE RELEASE

No. 3109

Customer Inquiries

Media Inquiries

Information Technology R&D Center
Mitsubishi Electric Corporation
www.MitsubishiElectric.com/ssl/contact/company/rd/form.html
www.MitsubishiElectric.com/company/rd/

Public Relations Division
Mitsubishi Electric Corporation
prd.gnews@nk.MitsubishiElectric.co.jp
www.MitsubishiElectric.com/news/

Mitsubishi Electric Consolidates AI Technology under “Maisart” Brand

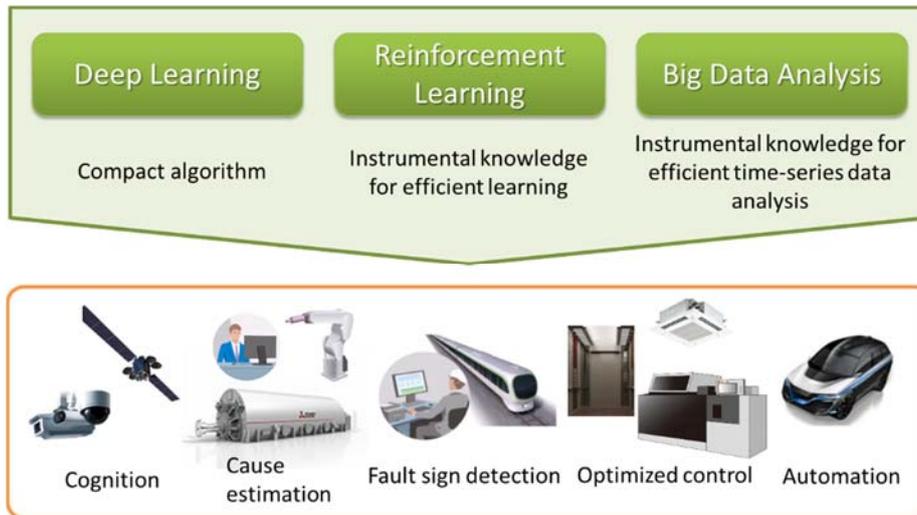
Making devices smarter and life more secure, intuitive and convenient

TOKYO, May 24, 2017 – [Mitsubishi Electric Corporation](#) (TOKYO: 6503) announced today its new “Maisart” brand encompassing the company’s proprietary artificial intelligence (AI) technology, including its compact AI, automated design deep-learning algorithm and extra-efficient smart-learning AI. Maisart is an abbreviation for “Mitsubishi Electric's AI creates the State-of-the-ART in technology.” Under the corporate axiom “Original AI technology makes everything smart,” Mitsubishi Electric is leveraging original AI technology and edge computing to make products smarter and life more secure, intuitive and convenient.



Mitsubishi Electric’s new AI technology mark

Mitsubishi Electric’s new brand is expected to raise awareness of the company’s AI activities, help accelerate AI-based equipment business and promote the wider applicability of AI in diverse business fields, including high-level information processing. The global AI market was estimated to be worth 3.6 trillion yen (approximately US\$ 35 billion) in 2015 and annual growth is expected to average 30 percent, according to Ernst & Young Institute Co., Ltd. Mitsubishi Electric’s original AI technology emphasizes compact deep-learning algorithms and instrumental knowledge for efficient reinforcement learning and efficient time-series big data analysis.



Conceptual rendering for original artificial intelligence technology application

Trademark

Approval of the Maisart brand is pending.

###

About Mitsubishi Electric Corporation

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 4,238.6 billion yen (US\$ 37.8 billion*) in the fiscal year ended March 31, 2017. For more information visit:

www.MitsubishiElectric.com

*At an exchange rate of 112 yen to the US dollar, the rate given by the Tokyo Foreign Exchange Market on March 31, 2017