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Mitsubishi Electric to Exhibit at CEATEC 2025

*Cutting-edge technologies and solutions created by utilizing various types of data and AI,
improving working environments in offices and factories*



Rendition of Mitsubishi Electric booth

TOKYO, September 10, 2025 – [Mitsubishi Electric Corporation](https://www.mitsubishielectric.com) (TOKYO: 6503) announced today that it will exhibit advanced technologies and solutions under the theme of “Be Yourself at Work – Innovation through Serendie –” during CEATEC 2025 at Makuhari Messe in Chiba, Japan, from October 14 to 17. CEATEC is a comprehensive exhibition of digital innovation, bringing together people, technologies and intelligence from diverse industries and business sectors to help create a vision of Society 5.0, a world that will combine economic development with solutions to major problems facing human civilization.

Mitsubishi Electric Group is endeavoring to transform itself into an “Innovative Company” that creates value with new ideas, unafraid of risks, for further business development and contributions to society and the environment. As part of these efforts, the company is working to create new value by transforming its business model through the use of data and co-creation activities with external partners, utilizing cutting-edge technologies.

At its CEATEC booth in Block 4H050, Exhibition Hall No. 4, Mitsubishi Electric Group will provide hands-on exhibits and demonstrations of cutting-edge technologies and solutions that leverage its digital platform Serendie™ to integrate various kinds of data and utilize cloud computing and AI, which will lead to improving working environments in offices and factories.

Highlights

- Mitsubishi Electric Group will showcase new solutions born from co-creation activities both within and outside the company and leveraging its digital platform Serendie, along with cloud computing and AI. These solutions integrate devices, systems and services from various domains, while combining the data and insights aggregated from them.
- Visitors will be able to experience technologies and demonstrations that provide a more comfortable working environment in offices and factories. A feature exhibit is a demonstration of a solution that help create comfortable offices, in which Mitsubishi Electric's original sensor measures the concentration and sleepiness levels of employees in the office, and then an AI automatically adjusts air conditioning and lighting, and controls autonomous transport robots.
- There will also be a live demonstration that leverages extended reality (XR) platform technology, where visitors can experience three-dimensional visuals without wearing wearable devices such as goggles or headsets.

Key Exhibits

1) "Serendie for Vibrant Offices"

Workspaces that Understand You	Hands-on exhibit and live demonstration
This solution utilizes AI and IoT to automatically adjust office environments in accordance with the conditions of employees. The demonstration will show an innovative office that adjusts the air conditioning and lighting and controls autonomous transport robots, utilizing data summarizing employees' concentration and sleepiness levels sourced by the company's original sensor without any physical contact. Such offices are expected to help enhance the physical and mental health of employees and thereby their productivity.	
Solution that Suggests Co-creation Ideas from Casual Conversations	Hands-on exhibit and live demonstration
This solution utilizes AI to separate voice data from multiple speakers and provide accurate transcriptions. Visitors will also be able to experience a demonstration of how AI provides a summary of speech by multiple speakers and make suggestions of co-creation business ideas based on commonalities discussed in the conversation.	

2) “Serendie for Vibrant Factories”

Self-evolving Future Factories Powered by AI	Panel and demonstration
<p>Visitors will be able to see a demonstration of a robot handling the painting process on a manufacturing line in the future. As a case study of co-creation activities with Amazon Web Services, the company will introduce a solution for verifying equipment motions in digital space before production; an example of how language models¹ could be used for autonomous operations and interactions with factory workers; and a demonstration of how troubleshooting could be performed by leveraging both cloud AI² and edge AI.³</p> <p>In the future, factories will be able to achieve more highly accurate forecasts and control on production lines by incorporating Neuro-Physical AI^{TM, 4} a type of physical AI suggested by Mitsubishi Electric, which will help enhance production efficiency and workplace safety and overcome labor shortages on factory production lines.</p>	
Solution that Enhances Workforce Engagement in Manufacturing through Gamification	Panel and demonstration
<p>This solution will incorporate and depict achievements and skills of each employee in avatars and other game-like elements, helping to increase their motivation and enhancing their engagement levels. The appearance of their avatars can be changed based on their achievement levels. It will enhance employees’ engagement by visualizing the growth in their skills and promote communication within the workplace. Supervisors will also be able to utilize it for appropriate evaluations and personnel assignments. A demo screen depicting the browser and smartphone application will be displayed in the booth.</p>	

3) “Serendie Related Case Studies”

Railway Energy Management Solutions that reduce carbon dioxide emissions and help create a sustainable future by intelligently circulating energy within the railway network, sharing it with local communities along railway lines and optimizing energy supplies	Panel and video display
Energy & Facility Solutions that support decarbonization by optimizing power and heat operations in order to reduce costs, monitor and manage environmental impact, and optimize procurement planning	Panel exhibits
Mobility Solutions that provide fully autonomous driving services and a service that realizes the optimization of electric vehicle (EV) charging control	Panel and video display
Workplace dialogue solutions called “MelBridge TM ” that facilitate communication with foreign employees at factories and other production sites	Hands-on exhibit

4) “Special Exhibition”

Cutting-edge XR solution that allows you to experience three-dimensional visuals without wearing wearable devices such as goggles or headsets	Hands-on exhibit
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“Serendie”, “Neuro-Physical AI” and “MelBridge” are pending trademarks of Mitsubishi Electric Corporation.

¹ AI technology enabling the understanding and generation of human language, providing support for tasks and decision-making through dialogue and comprehension of instructions.

² Cloud-based AI processing technology that performs AI operations on cloud servers, allowing for large-scale data analysis and enhanced scalability.

³ Edge AI technology that performs AI processing on local devices instead of in the cloud, enabling real-time performance and low latency.

⁴ The company’s proprietary “Physical AI” refers to technologies that make entire systems surrounding control devices smarter by utilizing the expertise and know-how cultivated over many years in its business domains and on-site operations. This involves handling real-world information through sensors, robots and similar devices, enabling autonomous operations.

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About Mitsubishi Electric Corporation

With more than 100 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. Mitsubishi Electric enriches society with technology in the spirit of its “Changes for the Better.” The company recorded a revenue of 5,521.7 billion yen (U.S.\$ 36.8 billion*) in the fiscal year ended March 31, 2025. For more information, please visit www.MitsubishiElectric.com

*U.S. dollar amounts are translated from yen at the rate of ¥150=U.S.\$1, the approximate rate on the Tokyo Foreign Exchange Market on March 31, 2025