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FOR IMMEDIATE RELEASE

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Mitsubishi Electric to Exhibit at CEATEC 2026

*Introducing new value through physical AI and co-creation, leveraging diverse data including
manufacturing site expertise*



Rendition of Mitsubishi Electric booth

TOKYO, August 31, 2026 – [Mitsubishi Electric Corporation](https://www.mitsubishi-electric.com) (TOKYO: 6503) announced today that it will exhibit advanced technologies and solutions as the Mitsubishi Electric Group under the theme of “Creating the Future of Industry with Physical AI – Creating new value from field knowledge through data and co-creation–” during CEATEC 2026 at Makuhari Messe in Chiba, Japan, from October 13 to 16. CEATEC is a comprehensive digital innovation exhibition where people, technology, and information from all industries and sectors gather to envision the future through co-creation.

Mitsubishi Electric is transforming into an “Innovative Company” that generates value through bold thinking and a willingness to embrace risk while operating diverse global businesses to drive growth and address societal and environmental challenges. As part of these efforts, the company is working to strengthen “Circular Digital-Engineering” by combining extensive field knowledge built over many years and AI technologies.

At its CEATEC booth (Booth No. 8H412) at Exhibition Hall 8, Mitsubishi Electric will provide hands-on exhibits, demonstrations and presentations of its co-creation initiatives with internal and external partners. Through these initiatives, Mitsubishi Electric aims to realize physical AI that can perceive, understand, and act safely in real-world environments by adapting to uncertainty and variability, leveraging the company’s

digital platform, Serendie™. Mitsubishi Electric will also present its efforts to realize autonomous factories through the utilization of physical AI.

Highlights

Physical AI for Autonomous Decision-Making and Expert-Level Manufacturing Operations

- In manufacturing assembly processes where automation is generally considered highly challenging due to part-to-part variation and slight positional deviations, Mitsubishi Electric will present an internally validated model aimed at developing AI-supported factory equipment capable of performing on the level of skilled operators. A demonstration will feature autonomous control of robotic arms for screw tightening, which typically requires knowledge-based decision-making and skilled action to adjust the force and working angle while assessing the condition of parts in line with on-site operations.

Physical AI for Flexible and Proper Placement of Items with Diverse Shapes and Sizes

- As a co-creation initiative with external partners, a demonstration will feature a humanoid robot appropriately and safely placing items of various shapes and sizes on shelves. Technologies and mechanisms that enable robots to learn and apply know-how to address site-specific operational challenges will also be showcased.

Other Contents

1. Initiatives to strengthen “Circular Digital Engineering”
 - Establishing a safe and secure platform for physical AI through “Serendie x OT Security” [Presentation]
 - Mitsubishi Electric’s physical AI for enabling safe operation while responding to unexpected events and real-time changes [Panel exhibits]
2. Autonomous and advanced technologies and services for improving production efficiency
 - Autonomous factories that dramatically improve production efficiency [Panel exhibits]
 - Applications that visualize manufacturing in real time and collect data and assign meaning for AI utilization [Panel and Demonstration]
 - AI agents that improve productivity and enhance efficiency and sophistication of on-site operations [Panel and Demonstration]
3. Initiatives toward creating physical AI solutions for manufacturing sites
 - Task-aware unified source separation technology that distinguishes sounds such as abnormal sounds and human voices within complex acoustic mixtures on production floors [Panel and Demonstration]
 - Simulation software needed for introducing humanoid robots, developed through co-creation with external partners [Panel and Demonstration]
4. Next-generation data center realizing world-leading energy efficiency (PUE1.1)¹
 - Maximizing energy efficiency through total engineering that integrates and optimally controls power supply systems, cooling systems and monitoring and control systems [Presentation]
5. Co-creation initiatives with internal and external partners
 - Promoting the circulation of internal and external knowledge for AI-era development: Mitsubishi Electric’s co-creation starting from data utilization statement [Presentation]
 - Co-creation with startups through the corporate venture capital (CVC) [“ME Innovation Fund”](#) [Presentation]

“Serendie” is a registered trademark or a trademark of Mitsubishi Electric Corporation in Japan and/or other countries.

¹ Power Usage Effectiveness: An indicator of energy efficiency for a data center. It is calculated as “Total power consumption of the data center ÷ Power consumption supplied to IT equipment,” with 1.0 being the ideal. A smaller value indicates better efficiency.

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About Mitsubishi Electric Corporation

Guided by its [corporate philosophy](#), Mitsubishi Electric Corporation (TOKYO: 6503) places sustainability at the core of its operations and values stakeholder trust—encompassing society, customers, shareholders and employees. In pursuing profitability, capital efficiency and growth, Mitsubishi Electric works closely alongside customers to develop value-added solutions that address today's complex challenges while enhancing the company's sustainable corporate value.

Founded in 1921, Mitsubishi Electric has over a century of experience in delivering reliable, high-quality products and solutions. With over 200 group companies and approximately 150,000 employees worldwide, the company is a recognized global leader in manufacturing, marketing and selling electrical and electronic equipment and systems across a broad range of sectors, including public utility systems, energy systems, defense and space systems, factory automation systems, automotive equipment, building systems, air conditioning systems & home products, digital innovations, and semiconductor & devices.

Mitsubishi Electric recorded consolidated revenue of 5,894.7 billion yen (U.S.\$ 36.8 billion*) in the fiscal year that ended on March 31, 2026. For more information, please visit www.MitsubishiElectric.com

*JPY 160=USD 1, the approximate rate on the Tokyo Foreign Exchange Market on March 31, 2026