MITSUBISHI ELECTRIC
Changes for the Better

Automating the World

Announcing "Serendie Automation," a New Solution Brand for Mitsubishi Electric Factory Automation Systems Business.

An - Autonomous Operating Solution - combining AI and control technology to solve manufacturers' business challenges.

We are launching "Serendie Automation" as a new solution brand for our FA systems business. By connecting AI and control technologies, we will promote co-creation with customers and partners to realize "Autonomous Operating Solution" that solve management challenges in the manufacturing industry.

From e-F@ctory to Serendie Automation



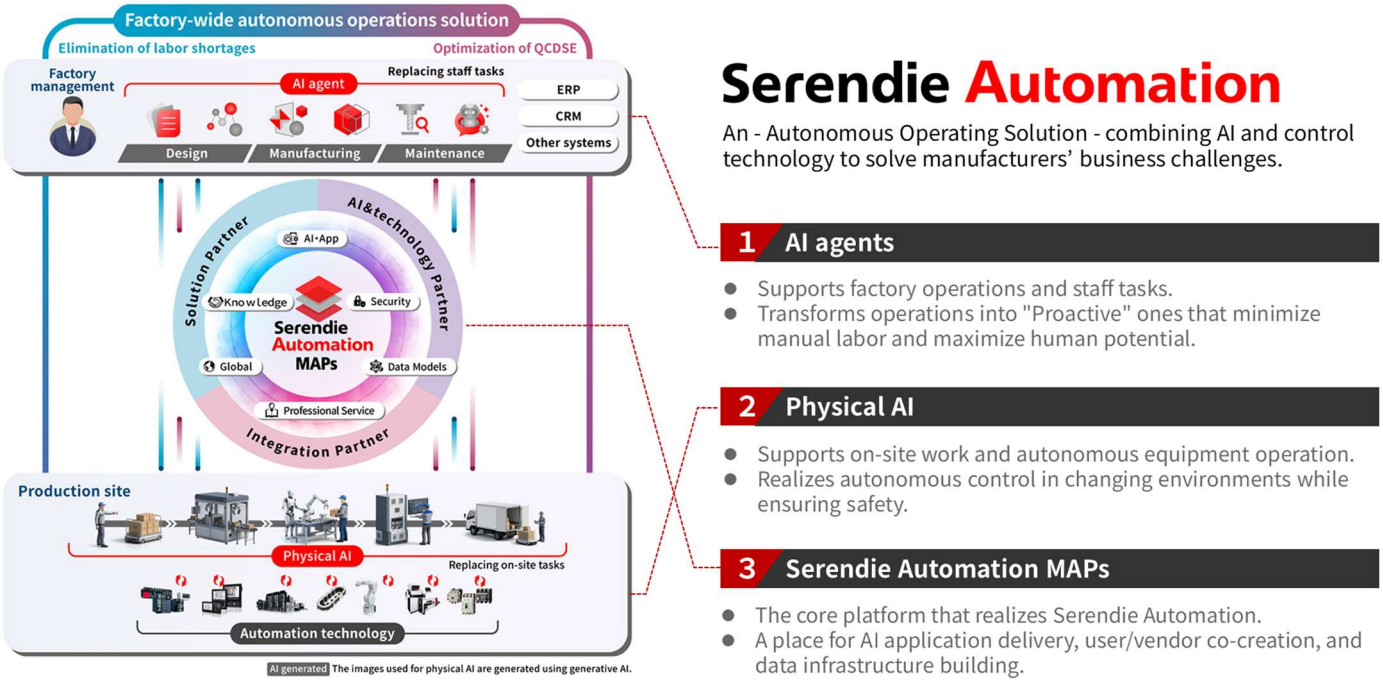
☐ The Vision behind Serendie Automation

Beyond Automation.
Toward Self-Evolving Factories.

We aim to create factories that can adapt to change and continuously pursue better manufacturing. We combine our proven FA equipment and control technologies and on-site expertise with data, AI, with the specialized knowledge of diverse partners.
AI will understand information in the factory and support human judgment and action. Machines and robots adapt their movements to changing environments and manufacturing conditions. People can focus on work centered around their creativity and experience. Our customers' challenges are our starting point. From there, we will work together from conceptualization to implementation, operation, and improvement, connecting on-site results to management output. We will create value with our customers and partners to realize a future where factories continue to evolve. "Serendie Automation" is the solution brand that embodies this vision.

☐ Serendie Automation / Toward Autonomy and Optimization

In recent years, the manufacturing industry has faced increasingly complex challenges, such as labor shortages, the succession of skilled techniques, responding to demand fluctuations, and decarbonization. To solve these, it is necessary to connect information across equipment, processes, and departments while accumulating on-site improvements, and to make optimal decisions and executions throughout the entire factory. "Serendie Automation" inherits the FA equipment, control technologies, FA-IT integration, and on-site improvement expertise cultivated through "e-F@ctory," our FA-IT integrated solution announced in 2003, and evolves them by leveraging our digital platform, "Serendie."*
By combining "AI agents" that support factory tasks, "Physical AI" that supports machine and robot movements in response to environmental changes, and "Serendie Automation MAPs", a data co-creation platform that guides data toward AI utilization, we aim for the autonomy and optimization of the entire factory.
Moving forward, under the global slogan of our FA systems business, "Automating the World," we will expand related products, solutions, and continuous post-implementation improvement support. Together with our customers and partners, we will work from identifying challenges to solving them, contributing to improved productivity and sustainable manufacturing while aiming for business expansion and increased brand value.



*Serendie is our digital platform for creating cross-business services through data utilization.

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Introduction page for the FA systems business solution brand "Serendie Automation"
https://www.mitsubishielectric.com/fa/solutions/serendie-automation/index.html

The Art of Manufacturing
monozukuri

This customer magazine explores the technology, thinking, and trends around the automation of industry. It covers topics such as digital manufacturing, production and service, but also technology trends from IIoT to AI.

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