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Mitsubishi Electric to Exhibit at CEATEC JAPAN 2011

Tokyo, September 22, 2011 – Mitsubishi Electric Corporation (TOKYO: 6503) announced today that it will exhibit at CEATEC JAPAN 2011, scheduled to be held from October 4-8, 2011 at the Makuhari Messe exhibition hall in Japan. In Hall 1, Booth No. 1A07, the company will introduce its latest cutting-edge technologies and latest products in areas ranging from home-use to space-related fields.

The Main Stage will showcase a large, high-resolution, organic light-emitting display (Diamond Vision OLED) in a semi-spherical configuration with a wide viewing angle. The screen will display images that maximize on its rounded shape, and introduce a variety of Mitsubishi Electric technologies that are making a contribution in the fields of imaging, social infrastructure and space.



Mitsubishi Electric booth (image)

Zones and Main Products for Exhibit

Imaging and Communications Technology Zone

- Laser imaging technology delivering clear and vivid images with a broad color spectrum
 - Laser backlight LCD televisions incorporating red laser and cyan LED light source (for reference)
 - Laser light source for projectors (for reference)
 - Laser televisions (LASERVUE) with RGB 3-color laser light source
- MDR2 Series “Premium Recording TV” with NCV speaker for high-quality sound and high resolution
- Applied helicopter imaging system; and other technologies

Social Infrastructure Technology Zone

- Digital signage technology for rail applications
 - Thin-screen, lightweight fanless digital signage screen for outdoor use (Diamond Vision LED ODT6S)
 - Personal information service for train carriages, transmitting transit information and information about nearby shops and amenities
 - MEDIAWAY ASP delivery service for digital signage
- Specific initiatives at the Ofuna Smart House as part of a smart grid demonstration project
- “Assist Energy Saving” products for energy efficiency of home appliances; and other technologies

Space Technology Zone

- Communications: ST-2 commercial satellite platform for international markets; Helicopter satellite communications system (Heli-Sat)
- Observation: IBUKI greenhouse gases observing satellite
- Positioning: MICHIBIKI quasi-zenith satellite; Mobile mapping system (high-precision 3D positional information measurement system)
- Transport: HTV supply vehicle for the International Space Station
- Satellite-borne equipment; other technologies

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About Mitsubishi Electric

With 90 years of experience in providing reliable, high-quality products to both corporate clients and general consumers all over the world, 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. The company recorded consolidated group sales of 3,645.3 billion yen (US\$ 43.9 billion*) in the fiscal year ended March 31, 2011. For more information visit <http://www.MitsubishiElectric.com>

*At an exchange rate of 83 yen to the US dollar, the rate given by the Tokyo Foreign Exchange Market on March 31, 2011