

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

**FOR IMMEDIATE RELEASE**

**No. 3296**

*Customer Inquiries*

*Media Inquiries*

Industrial Design Center  
Mitsubishi Electric Corporation  
[www.MitsubishiElectric.com/ssl/contact/company/rd/form.html](http://www.MitsubishiElectric.com/ssl/contact/company/rd/form.html)  
[www.Mitsubishielectric.com/en/about/rd/index.html](http://www.Mitsubishielectric.com/en/about/rd/index.html)

Public Relations Division  
Mitsubishi Electric Corporation  
[prd.gnews@nk.MitsubishiElectric.co.jp](mailto:prd.gnews@nk.MitsubishiElectric.co.jp)  
[www.MitsubishiElectric.com/news/](http://www.MitsubishiElectric.com/news/)

## **Mitsubishi Electric to Conduct Trial of "Dynamic Sign", Aiming for International Standardization**

**TOKYO, August 26, 2019** – [Mitsubishi Electric Corporation](http://www.MitsubishiElectric.com) (TOKYO: 6503) announced today that it will conduct a formal trial of its “dynamic sign”, a new technology that allows the projection of animated images such as directions and alerts onto the floors of public facilities and other buildings. The venue for the trial, which aims to advance the international standardization of symbols used in dynamic sign as well as their application, will be the Musashino Forest Sport Plaza in Chofu City, Tokyo. The trial will be conducted during the men’s international wheelchair basketball competition "Mitsubishi Electric WORLD CHALLENGE CUP 2019" being hosted there from August 29 to September 1, 2019.

The trial will be conducted as part of the "International Standardization of Dynamic Sign" initiative, a joint effort by the National Institute of Advanced Industrial Science and Technology (AIST) and Mitsubishi Electric, part of a project commissioned by the Ministry of Economy, Trade and Industry to the Japanese Standards Association.

The deployment of dynamic sign will make it easier and more convenient for visitors to find their way around large facilities. Mitsubishi Electric aims to thereby contribute to the realization of a society affording everyone equal ease of access, as well as to the achievement of the United Nations’ Sustainable Development Goals.



Example of dynamic sign

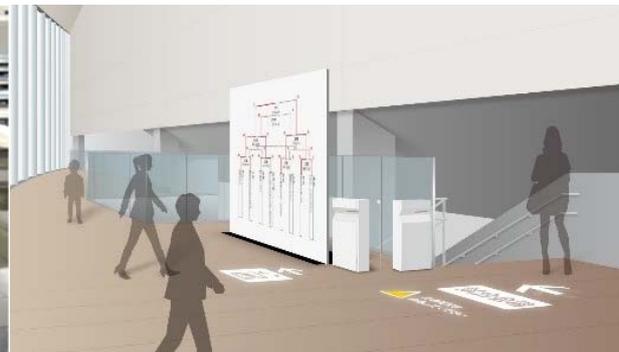


Image of trials

## **Background**

Although animated dynamic sign has already been deployed in Japan and in other countries, there are currently no agreed standards governing visibility or the symbols used. This trial, a Japan-led global initiative, constitutes the first attempt to standardize its application and usage.

## **Towards International Standardization**

Mitsubishi Electric has already conducted trials of dynamic sign at public facilities such as railway stations and at sporting events. The company's analysis of the data yielded by these trials confirmed that it provides an effective solution to the problems of visibility and lack of convenience faced in such facilities, significantly enhancing their ease-of-use.

Using the collected data, Mitsubishi Electric has defined criteria including visibility and the design of specific symbols, and in collaboration with the AIST is proposing globally standardized formats for these to the International Organization for Standardization (ISO). As part of the requirements for this standardization, the company will conduct trials of dynamic sign offering guidance to venue seats and to elevators, using content conforming to the proposed standards.

By means of these trials and related activities, Mitsubishi Electric aims to contribute to the creation of facilities that allow easy access to all people, hoping more broadly to promote the benefits of dynamic sign to society at large.

## **Next Steps**

Based on the results of the trial, Mitsubishi Electric will verify criteria and designs for dynamic sign that will be easy to understand for the elderly and for wheelchair users, among others, and for all nationalities. The company will also solicit feedback on these criteria from within Japan and from other countries.

## **Patents**

Patents for the technology announced in this news release number 2 in Japan and 8 outside Japan.

Pending patents for the technologies announced in this news release number 3 in Japan and 12 outside of Japan.

###

## **About Mitsubishi Electric Corporation**

With nearly 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. 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 a revenue of 4,519.9 billion yen (US\$ 40.7 billion\*) in the fiscal year ended March 31, 2019. For more information visit:

[www.MitsubishiElectric.com](http://www.MitsubishiElectric.com)

\*At an exchange rate of 111 yen to the US dollar, the rate given by the Tokyo Foreign Exchange Market on March 31, 2019