

## **Mitsubishi Electric at CeBIT 2017**

# **The Connected Car, Autonomous Driving and Internet of Things (IoT)**

**Ratingen, Germany, 16<sup>th</sup> March 2017**

**A system which creates precise 3D street maps for safe autonomous driving, a concept car which uses advanced driver assistance systems and an innovative communication application are some of the highlights at the Mitsubishi Electric stand A38/24 in Hall 4.**

Visitors to CeBIT 2017 will have a glimpse into the future of autonomous driving at the Mitsubishi Electric stand (A38/24) in Hall 4. Showcasing a broad range of solutions which contribute to the high-level of accuracy required for autonomous driving, Mitsubishi Electric's Mobile Mapping System uses a combination of sensors, cameras and lasers mounted on a car roof to collect data in real-time to create centimeter-accurate 3D maps.

The 3D maps are implemented and maintained by Dynamic Map Planning Co. Ltd., a consortium led by Mitsubishi Electric. The goal of the project, which is supported by the Japanese government, is to initially process the collected data and produce dynamic maps of all the highways in Japan, before expanding the scope to common roads.

The Quasi-Zenith Satellite System and high precision locators, also based on Mitsubishi Electric technology, will offer centimeter-level positioning data required for safe autonomous driving.

Also being demonstrated on the stand will be Mitsubishi Electric's EMIRAI xDAS 3.1, a concept car which has been designed to be the precursor of autonomous driving. Introducing a range of innovative driver assistance technologies, EMRAI xDAS 3.1 will offer visitors a hands-on experience of the future of driving.

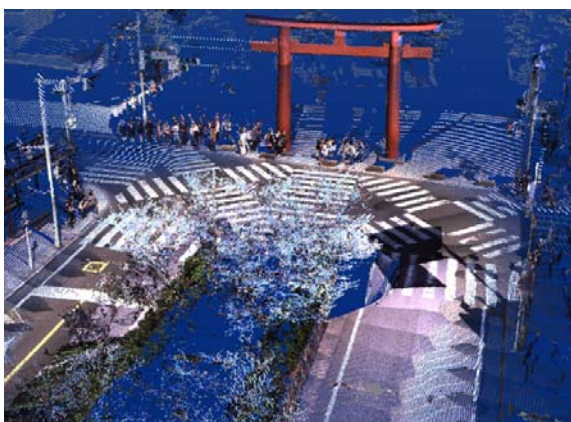
Other technologies from Mitsubishi Electric which will be available to experience on the stand include an innovative communication application which breaks down the barriers between people speaking different languages, or for those who are hearing impaired. The 'Voice Activated Drawing Application' produces spoken words along the finger path drawn across a tablet display, and is a world-first for this type of application. In combination with innovative drawing and translation features the application allows for easier and more intuitive communication.

On Monday 20th March 2017, Mitsubishi Electric Chairman Kenichiro Yamanishi will join a discussion with panelists from across German and Japanese industries. The panel discussion will take place from 12:38 to 13:26 CET as part of the 'Japan Summit'. Among the topics discussed will be the 'Internet of Things' (IoT) and 'Society 5.0'. The panel discussion will take place as part of the CeBIT Global Conferences in Hall 8 on the Sakura Stage.

**Note:**

See how Mitsubishi Electric is able to respond to today's automation demands: [eu3a.mitsubishielectric.com/fa/en/solutions](http://eu3a.mitsubishielectric.com/fa/en/solutions)

**Image captions:**



**Pictures 1-3:** Mitsubishi Electric's Mobile Mapping System uses a combination of sensors, cameras and lasers mounted on a car roof to collect data in real-time to create centimeter-accurate 3D maps.

[Source: Mitsubishi Electric Corporation, Japan]



**Picture 4:** The Quasi-Zenith Satellite System and high precision locators, also based on Mitsubishi Electric technology, will offer centimeter-level positioning data required for safe autonomous driving.

[Source: Mitsubishi Electric Corporation, Japan]



**Picture 5:** Mitsubishi Electric's EMIRAI xDAS 3.1, a concept car which has been designed to be the precursor of autonomous driving.

[Source: Mitsubishi Electric Corporation, Japan]



**Picture 6:** The 'Voice Activated Drawing Application' produces spoken words along the finger path drawn across a tablet display, and is a world-first for this type of application.

[Source: Mitsubishi Electric Corporation, Japan]

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**Note to Editor:** if you would like the text in another language please contact Philip Howe at DMA Europa – [philip@dmaeuropa.com](mailto:philip@dmaeuropa.com).

## **About Mitsubishi Electric**

With over 90 years of experience in providing reliable, high-quality products to both corporate clients and general consumers all over the world, Mitsubishi Electric Corporation is a recognised 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, as well as in products for the energy sector, water and waste water, transportation and building equipment.

With around 135,000 employees the company recorded consolidated group sales of 38.8 billion US Dollars\* in the fiscal year ended March 31, 2016.

Our sales offices, research & development centres and manufacturing plants are located in over 30 countries.

Mitsubishi Electric Europe B.V., Factory Automation European Business Group (FA-EBG) has its European headquarters in Ratingen near Dusseldorf, Germany. It is a part of Mitsubishi Electric Europe B.V., a wholly owned subsidiary of Mitsubishi Electric Corporation, Japan.

The role of FA-EBG is to manage sales, service and support across its network of local branches and distributors throughout the EMEA region.

*\*Exchange rate 113 Yen = 1 US Dollars, last updated 31.3.2016 (Source: Tokyo Foreign Exchange Market)*

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