

Italian EMO fair proves major success for Mitsubishi Electric

Ratingen, Germany 15.10.2015

Visitor traffic on Mitsubishi Electric's stand at the recent EMO exhibition was especially high this year as the company launched its new generation of computer numerical control (CNC), the M800/M80 Series. The novelty is working with an innovative operating concept based on a new, ultra high speed, CNC-specific central processor unit.

This development was of particular interest because it increases the CNC's processing speed while also reducing the number of other components required - which, in turn, reduces possible errors, increasing product quality. Additionally, the communication capacity between the CNC and the drive, via fibre optic cable, has been optimised to further increase processing speed. This enables significantly more precise machining thanks to the system's increased responsiveness.

"Our pre-show expectations were high," says Hartmut Pütz, President of Mitsubishi Electric's Factory Automation – European Business Group, "and, if anything, they were exceeded. Aside from the M800's novelty, we have been able to discuss various perspectives with regard to the increasing businesses digitalization with our booth visitors."

Mitsubishi Electric has initiated many activities towards Industry 4.0– the

use of cyber-physical systems to interconnect production machinery and business / management systems across many sites, so that the efficiency of the whole value chain can be fully optimised. As such, it allows equipment from various manufacturers to be easily connected together into automation systems.

Another popular exhibit was the new Wire Cut EDM (electric discharge machine) which offers new levels of precision, flexibility and energy efficiency. At the heart of the machines is a new drive concept based on combining tubular shaft motors with a fibre optic control system.

The stand design combined key product solutions from three divisions: CNC Controls, EDM Machines and Factory Automation. Many of the guests were there for detailed discussions concerning their current requirements, for example, projects for machine building, plant automation and precision metalworking projects.

“With visitors representing so many industrial sectors from every corner of the world, we had a great variety of enquiries,” comments Hartmut Pütz. “It was notable that nearly all of them were familiar with Mitsubishi Electric as a company – although many were surprised at the breadth of our portfolio of technologies and services.”

EMO show was held in Milan, 5th-10th October and was estimated by the show organisers to have had over 150,000 visitors from around the world.

Image caption:



Picture 1: “Our pre-show expectations were high, and, if anything, they were exceeded. Aside from the M800’s novelty, we have been able to discuss various perspectives with regard to the increasing businesses digitalization with our booth visitors.” comments Hartmut Pütz, President of Mitsubishi Electric’s Factory Automation - European Business Group
[Source: Mitsubishi Electric Europe B.V.]



Picture 2 + 3: Mitsubishi Electric combined key product solutions from three divisions: CNC Controls, EDM Machines and Factory Automation. Many of the guests were there for detailed discussions concerning their current requirements, for example, projects for machine building, plant automation and precision metalworking projects.

[Source: Mitsubishi Electric Europe B.V.]

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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 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, as well as in products for the energy sector, water and waste water, transportation and building equipment.

With around 129.000 employees the company recorded consolidated group sales of 36,0 billion US Dollar* in the fiscal year ended March 31, 2015.

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 120 Yen = 1 US Dollar, Stand 31.3.2015(Source: Tokyo Foreign Exchange Market)*

Further Information:

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