

A Lion for three robots

Ratingen, Germany, 25th July 2017

Interactive robot application “Threebots” receives the coveted Cannes Lion

Mitsubishi Electric’s interactive robotic installation known as “Threebots” has been awarded with the coveted Silver Lion in Cannes. “Threebots” has already received several awards since its installation at the German branch in Ratingen. In November 2016 Mitsubishi Electric was honored with the “Red Dot: Grand Prix“ award for its outstanding robot application. The “Threebots” (Three Robots) project is part of Mitsubishi Electric’s brand and product presentation and has been developed and realized by Elastique, Agency for Brand Communication, Cologne.

At the 64th Cannes Lions International Festival of Creativity in June 2017 the creative communications industry celebrated the best creative work in the world. The Lion is recognized globally as the benchmark for creative excellence in communications and is the most coveted and well respected award in the advertising and creative communications industry. Around 11,000 registered delegates from 90 countries visit the Festival to celebrate the best of creativity in brand communication.

“Threebots” won over the international jury with its interactive concept. The continuous, perfectly coordinated routine featured simultaneous animations on the monitors, technically challenging choreography and effortless motion.

“The three articulated robots not only demonstrate our robotic technology capabilities, but also vividly illustrate our other product ranges. We deliberately choreographed the robots to break with conventional robotic

motion patterns and we think this makes the display particularly impressive”, explains Yuji Suwa, President of the German Branch of Mitsubishi Electric.

Not only the robots but also 90% of the components used in the robot application are Mitsubishi Electric’s own products and solutions, e.g. the displays, servo-motors, controllers and the control technology which drives “Threebots”.

Further information:

eu3a.mitsubishielectric.com

<http://player.canneslions.com>

www.youtube.com/watch?v=hQhvlkM0dYE

www.elastique.de

Note:

See how Mitsubishi Electric is able to respond to today’s automation demands: eu3a.mitsubishielectric.com/fa/en/solutions

Image captions:



Picture 1: Mitsubishi Electric's interactive robot application "Threebots" received the coveted Cannes Lion

[Source: Mitsubishi Electric Europe B.V.]



Picture 2: Yuji Suwa, President of the German Branch of Mitsubishi Electric

[Source: Mitsubishi Electric Europe B.V.]

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About Mitsubishi Electric

With over 95 years of experience in providing reliable, high-quality products, 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, transportation and building equipment.

With around 138,700 employees the company recorded consolidated group sales of Yen 4,238.6 billion (\$ 37.8 billion*) in the fiscal year that ended on March 31, 2017.

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

Factory Automation – European Business Group

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 112 Yen = 1 US Dollars, last updated 31.03.2017 (Source: Tokyo Foreign Exchange Market)*

Further Information:

eu3a.mitsubishielectric.com/fa

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