

Mitsubishi Electric's 'Threebots' Interactive Robot Installation Receives Several Awards

Ratingen, Germany 6th of September 2016

Mitsubishi Electric's interactive robotic installation known as 'Threebots' has received several coveted awards since its installation at the new German branch office in Ratingen. They include the 'Cutting Edge Award' presented by Adobe, and 'FWA' (thefwa.com) the latter of which was awarded by a jury of more than 200 experts in recognition of projects that use cutting-edge technology to communicate knowledge. In addition, the entire exhibition 'The World of Mitsubishi Electric', of which 'Threebots' is a part, has been nominated for a 'German Design Award'.

The exhibition 'The World of Mitsubishi Electric' provides a walk-through presentation of the company's wide-range of technologies and how they are used. General Manager of Mitsubishi Electric Germany, Mr Georg Jennen commented "We set ourselves the task of producing an interesting display which demonstrates Mitsubishi Electric's products and how they are used. The three robots used as part of the exhibition not only demonstrate our robotic technology capabilities, but also vividly illustrate our other product ranges".

In addition to the robots, 90% of the components in the entire exhibition are Mitsubishi Electric's own products and solutions. The displays, servo-motors, controllers and the control technology which drives 'Threebots', as well as the three articulated robots and 27-inch displays combine to perform a continuous perfectly coordinated routine featuring simultaneous animations on the monitors. This technically challenging [choreography](#) and its effortless motion was one of the key reasons that

the jury chose Threebots for the Cutting Edge Award.

The independent operation of Threebots can be interrupted at any time by visitors using a touchpad. They can then select a product or component to find out more detailed information which is provided at line-of sight by the robots and their monitors. After a short period, the robots return to their programmed routine. "Visitors are often spellbound by the agile and precise movements of the robots" explains Mr. Jan-Philipp Liersch, Product Manager for [Robots](#) at Mitsubishi Electric Germany. "We deliberately choreographed the robots to break with conventional robotic motion patterns and we think this makes the display particularly impressive".

The World of Mitsubishi Electric exhibition can be found in the entrance foyer of the new Germany headquarters in Ratingen-Ost and is supported by an exhibition guide available in German, English and Japanese.

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Note:

See how Mitsubishi Electric is able to respond to today's automation demands:

<https://youtu.be/hQhvlkM0dYE>

eu3a.mitsubishielectric.com/fa/en/solutions

Image captions:



Picture 1:

Innovative presentation wins Cutting Edge Award, FWA Award and receives nomination for 'German Design Award'



Picture 2:

The exhibition 'The World of Mitsubishi Electric' provides a walk-through presentation of the company's wide-range of technologies and how they are used.

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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 135.000 employees the company recorded consolidated group sales of 38.8 billion US Dollar* 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 Dollar, Stand 31.3.2016 (Source: Tokyo Foreign Exchange Market)*

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