



Mitsubishi Electric Automotive America to Showcase Connected EMIRAI2 Concept Car at CES

Mitsubishi Electric will also exhibit breakthrough technologies in solar, automotive entertainment, and cooling and heating

Northville, MI – January 6, 2015 – [Mitsubishi Electric Automotive America, Inc.](#) (Mitsubishi Electric) will exhibit its EMIRAI 2 concept car at the 2015 International Consumer Electronics Show (CES), which will be held Jan. 6-9 in Las Vegas. Making its North American debut at CES, the EMIRAI 2 concept car teams integrated information with Mitsubishi Electric's advanced technologies to provide safe, comfortable, eco-friendly driving experiences.

The [Photovoltaic Division](#) and [Cooling & Heating Division](#) of [Mitsubishi Electric US, Inc.](#), will also showcase their eco-friendly product offerings at CES. The Cooling & Heating Division will display its latest innovations in ductless zoning technology, the H2i MSZ-FH models, the most energy-efficient ductless cooling and heating systems on the market. The Photovoltaic Division will exhibit its solar modules, which provide highly efficient and reliable renewable energy. These products, as well as Mitsubishi Electric Automotive America's EMIRAI 2 concept car and FLEXConnect™ In-Vehicle Infotainment System, will be shown in booth 15438.

EMIRAI 2 concept car - advanced technologies integrate real-time information with consumer electronics functionality:

Driver-oriented interior

The EMIRAI 2 is equipped with Mitsubishi Electric's Intelligent Information Panel. This next-generation display seamlessly changes its appearance and content in response to driver preferences and driving conditions. The panel ensures that the driver always has the desired and required information in an easy-to-understand format.

(1) Situational display

Appearance and content are available in three variations on the windshield head-up display (HUD) in response to driving conditions. When the car is parked, information includes content such as navigation, music and social networking services (SNS). When the car is running, only information needed for driving is provided to ensure safety.

(2) User-selected interface

Contents on the panel display can be changed in response to user preferences. Cloud content synchronization and selectable panel layouts enable drivers to create a highly personalized interior.

Driver-oriented information

The Intelligent Information Panel presents information about potential driving dangers and other essential information that the driver requires.

(1) Integrated Image Sensing

Impending dangers are detected by cameras and displayed on the windshield HUD. A visual sensor analyzes the driver's awareness for selective notification of high risks.

(2) "What's that?" Search

This voice-activated feature provides the driver with pinpoint information using visual sensors and high-precision vehicle positioning. Identification is implemented both audibly and via the windshield HUD. Drivers can keep their eyes on the road ahead while obtaining information easily and safely, simply by saying "What's that?" as if speaking to a passenger. For example, if the driver looks at a building while driving and says: "what's that?" the vehicle can tell what building the driver is looking at and identify it.

Driver-oriented operation

EMIRAI 2's Natural User Interface anticipates driver actions for simple, safe and intuitive operations in response to audio and handwritten prompts.

(1) Smart Menu

Based on operational history and driving conditions (time of day, road conditions, etc.), the three most necessary and most commonly used operations, such as GPS, radio, and vehicle information, are displayed on the Intelligent Information Panel. The driver can access screens for each of these three operations simply by pressing the corresponding button on the steering wheel, making it simpler and safer to operate.

(2) Smart Steering Wheel

A steering wheel-mounted device incorporates an ergonomically designed touchscreen device. Intuitive functionality is managed via either cursor operation or handwritten entries.

FLEXConnect In-Vehicle Infotainment System

FLEXConnect is a next generation in-vehicle infotainment system. It provides flexibility for multiple displays and multiple content streams, allowing passengers to enjoy individual entertainment preferences. The system supports Wi-Fi connectivity and can be used with multiple smart phones or tablets, allowing users' content to be available in the vehicle.

H2i MSZ-FH Ductless Cooling & Heating Systems

Featuring an industry-leading efficiency rating of 30.5 SEER, the H2i MSZ-FH models are the latest cooling and heating innovation from Mitsubishi Electric, the first manufacturer to introduce ductless zoning technology to the U.S. more than 30 years ago. H2i MSZ-FH models (available in 9, 12 and 15 kBtu/h capacities) offer year-round, high-efficiency cooling and heating for any room in the house, in any climate. They are the most efficient way to cool and heat a home, and can use up to 40 percent less energy per room than a conventional system.

MLE270HD Photovoltaic Modules

MLE270HD solar modules are designed for high efficiency and high power output to utilize limited space. They offer unique half-cut, four bus bar, monocrystalline cells, and a proprietary cell surface texturing process to increase light absorption. Their corrosion-resistant design allows installation near salt water.

Diamond Kit

Equipped with the new, high performance MLE270HD solar panels, Diamond Kit simplifies solar by providing the major system components in a pre-configured, pre-sized system. Mitsubishi Electric's Diamond Kit has been specially designed with top quality components for reliability and durability.

About Mitsubishi Electric US Group Holdings, Inc.

Mitsubishi Electric US Group Holdings includes [Mitsubishi Electric Power Products](#), [Mitsubishi Electric US](#), [Mitsubishi Electric Automotive America](#), [Mitsubishi Electric Automation](#), <http://www.mevsa.com> and [Mitsubishi Electric Research Laboratories](#). Mitsubishi Electric's affiliates in North, Central and South America engage in engineering, manufacturing, sales and after-service in a variety of business areas. Products include [Diamond Vision](#) stadium displays (Yankee Stadium, Cowboys Stadium, Fenway Park, AT&T Park, Turner Field), automation equipment (motion controllers, servo systems, programmable logic controllers), automotive equipment (electrical components, in-car entertainment systems), elevators and escalators (the world's only spiral

escalators), heating and cooling systems, jet towel hand dryers, printers, digital signage, semiconductors, solar modules and power products including large power transformers, gas circuit breakers and uninterruptible power supply systems. The technical research facility conducts research and development in a wide variety of business fields including imaging, information and biometrics. With roughly 3,000 employees in more than 50 locations throughout North America, sales in fiscal year 2014 were approximately \$2.9 billion. Additional information is available at www.MitsubishiElectric-USA.com.

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