



## **Mitsubishi Electric Creates Infotainment Platform with LTE Advanced Connectivity and Driver Assistance Capabilities**

LAS VEGAS, NV. – January 3, 2017 – Mitsubishi Electric Automotive America, Inc. announces its new generation of FLEXConnect® In-Vehicle Infotainment systems. The FLEXConnect.AI system incorporates a multi-display Android user interface, LTE connectivity with over the air (OTA) update capability, and premium ADAS integration on one platform.

The FLEXConnect.AI system's multi-screen user interface provides a premium user experience for all vehicle occupants. Three reconfigurable, 12.3 inch 1920 x 720 landscape displays give each occupant a unique experience. Swipes on the 10.2 inch 768x1280 center touch display allow both the driver and passengers to customize their individual display.

Built on the latest Android OS, FLEXConnect.AI gives original equipment manufacturers the power of the Android ecosystem and provides users access to a wide variety of choices. Mitsubishi Electric is an experienced provider of Android-based head units and currently has several in production.

The processor driving the new Mitsubishi Electric platform is the new Qualcomm® Snapdragon™ 820Am processor, a product of Qualcomm Technologies, Inc., a subsidiary of Qualcomm Incorporated. The Snapdragon 820Am processor features a high-performance heterogeneous compute architecture including 64-bit custom-built quad-core Qualcomm® Kryo™ CPU, Qualcomm® Hexagon™ DSP and the mobile industry leading Qualcomm® Adreno™ 530 GPU – all designed to deliver high-quality processing, graphics and multimedia capabilities required for a superior Android experience. The processor provides scalability from premium to standard tiers, and supports virtualization for flexible implementations.

“As the automotive industry continues to evolve, innovative relationships are critical to delivering a safer, more connected driver experience,” said Doug Ray, director of Car Multimedia for Mitsubishi Electric Automotive America, Inc. “Mitsubishi Electric and Qualcomm Technologies have complementary technologies that work well together to enhance the consumer experience and accelerate the delivery of infotainment, connectivity and driver assistance services.”

The Snapdragon 820Am processor also integrates a Qualcomm® Snapdragon™ X12 LTE modem allowing the FLEXConnect.AI Android platform to benefit from LTE data rates of up to 600 Mbps downlink and 150 Mbps uplink speeds. This supports features such as weather mapped to the vehicle's route, interaction with points of interest and other urban surroundings, and passenger-specific connected applications. The chipset solution also supports Wi-Fi 802.11ac, Bluetooth® and Bluetooth® Low Energy, helping the FLEXConnect.AI deliver fast and superior connectivity with user devices.

As vehicles include an increasing number of autonomous features, manufacturers must work to gain drivers' trust. FLEXConnect.AI bridges the gap between algorithms and user experience by visualizing ADAS commands in an easy-to-understand format.

“We are pleased to be working with Mitsubishi Electric on the FLEXConnect.AI Android platform using the Snapdragon 820Am processor, which is designed to deliver infotainment, LTE-Advanced based cloud-connectivity, and informational safety in an integrated solution,” said Nakul Duggal, vice president, product management, Qualcomm Technologies, Inc. “This integration represents potential cost savings with increased performance to OEM customers who are continually looking to extract the most capability with each new product generation.”

### **About Mitsubishi Electric Automotive America**

Mitsubishi Electric Automotive America, Inc., a U.S. affiliate company of Mitsubishi Electric Corporation, was established in 1979 to serve the North American automotive market. Mitsubishi Electric Automotive America offers a wide range of infotainment and powertrain products, including Passenger Entertainment Systems, Head Units, Starters, Alternators and Electric Power Steering. Additional information is available at: [www.meaa-mea.com](http://www.meaa-mea.com).

In addition to automotive electrical components, [Mitsubishi Electric US group companies'](#) principal businesses include semiconductor devices, factory automation products, heating and cooling products, elevators and escalators, solar modules, electric utility products, and large-scale video displays for stadiums and arenas. Mitsubishi Electric US group companies have roughly 50 locations throughout North America with approximately 4,000 employees.

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MEAA Media Contact:  
John Millerschin  
The Millerschin Group  
T: 248-276-1970  
C: 248-705-5828  
E: [jmillerschin@millerschingroup.com](mailto:jmillerschin@millerschingroup.com)