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## **Mitsubishi Electric to Exhibit at CES 2018**

*Technologies and products for safer and more convenient transportation in smart mobility era*

**TOKYO, December 26, 2017** – [Mitsubishi Electric Corporation](http://www.MitsubishiElectric.com) (TOKYO: 6503) announced today that it will exhibit cutting-edge technologies and products, including its EMIRAI4 driving-assistance concept car for safer and more convenient transportation in the smart mobility era under the concept of "Make the move to mobility," at CES in Las Vegas, U.S.A. from January 9 to 12. Mitsubishi Electric will present its exhibits at booth No. 5609 in the North Hall.



Mitsubishi Electric's CES 2018 booth

### **Main Exhibits**

#### **Connected Zone**

- The EMIRAI4 smart-mobility concept car features next-generation driving-assistance technologies, including the latest human machine interface (HMI) technology for safer, more comfortable interiors, a driver-monitoring system with a wide-angle camera to watch for drowsiness and other potentially unsafe driving behavior, and an indicator system that projects illuminated warnings onto street surfaces to intuitively alert other vehicles and pedestrians of the car's intended actions, such as opening a door.
- The demonstration car for the North America market will feature an advanced HMI that recognizes individual drivers by voice and provides front passengers with diverse assistance, foretelling increasingly closer links between people and their vehicles. Mitsubishi Electric will also present its safe-driving concept of using airborne drones to provide vehicles with data about road conditions when driving in bad visibility like off-road.

- A video will introduce the possibility of a value-added advanced location based service which is being discussed between HERE Technologies and Mitsubishi Electric.

### **Autonomous Driving Zone**

This zone will showcase the xAUTO-US autonomous-driving vehicle, which is undergoing field testing on actual expressways.

- A demonstration video will introduce driving tests that are being conducted on public roads to confirm Mitsubishi Electric's self-sensing and network-based driving technologies.
- The zone will also showcase high-accuracy 3D mapping technologies and products.

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### **About Mitsubishi Electric Corporation**

With over 90 years of experience in providing reliable, high-quality products, Mitsubishi Electric Corporation (TOKYO: 6503) 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, energy, transportation and building equipment. Embracing the spirit of its corporate statement, Changes for the Better, and its environmental statement, Eco Changes, Mitsubishi Electric endeavors to be a global, leading green company, enriching society with technology. The company recorded consolidated group sales of 4,238.6 billion yen (US\$ 37.8 billion\*) in the fiscal year ended March 31, 2017. For more information visit:

[www.MitsubishiElectric.com](http://www.MitsubishiElectric.com)

\*At an exchange rate of 112 yen to the US dollar, the rate given by the Tokyo Foreign Exchange Market on March 31, 2017