

Overview



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Advanced Digital Technology Contributing to Solution of Social Issues

As a “Circular Digital-Engineering” company, Mitsubishi Electric Group is working to achieve a higher level of value through the use of advanced digital technologies. By creating value through Circular Digital-Engineering and innovation, we will strive to make a “Trade-On” (mutual benefits) between business growth and enriching society and the environment, and achieve sustainability by contributing to a sustainable society by solving social issues through our business.

In Circular Digital-Engineering, we consolidate and analyze data obtained from customers in a digital space. By leveraging strong intra-group connections and knowledge sharing, we create new value and contribute to the solution of social problems.

Creating new value requires technology to realize services and products, as well as technology that enables them to be used safely. Therefore, as we develop technologies for individual products and services, we are also developing advanced digital technologies in areas such as security and privacy protection to ensure worry-free, safe use of AI. In the December and March issues of Mitsubishi Electric ADVANCE, we will present specific initiatives in these areas.

At the Mitsubishi Electric Group, we aim to be a “Circular Digital-Engineering” company and will use innovation based on advanced digital technologies to address increasingly serious and diverse social issues and contribute to the realization of a vibrant and sustainable society.