

**Mitsubishi Electric Automotive America, Inc.**

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**Mitsubishi Electric Showcases Technology at CES 2018  
to Help Automakers Make the Shift to Mobility and Lifestyle Brands**

DETROIT, MI – 8 January 2018 – Mitsubishi Electric Corporation (MELCO), a leading manufacturer of in-vehicle entertainment, navigation systems, and Advanced Driver Assistance Systems (ADAS) technologies, today announced it will showcase its vision for the future of mobility, as well as numerous innovations and technologies that support it at this year’s CES show in Las Vegas.

“We’re showing our customers how they can make a seamless transition to autonomous and the new world of mobility by incorporating a number of new technologies into their current roadmaps,” says Mark Rakoski, vice president of engineering at Mitsubishi Electric Automotive America. “We have a culture of innovation and operational excellence that extends far beyond automotive, so we’re in a unique position to help automakers transition to lifestyle brands.”

Attendees of this year’s show will be able to experience Mitsubishi Electric’s vision first-hand through a number of experiential demonstrations throughout the booth:

- **Predictive Human Machine Interface (HMI) and hybrid haptics:** Mitsubishi Electric will showcase context sensitive physical controls combined with rich graphics and haptic feedback for rapid, personalized interactions – providing a personalized interface without manual customization.
- **Biometric authentication:** To ensure a better customer experience, Mitsubishi Electric will demonstrate how biometric wearables can replace typical key fobs. These wearables also provide automakers with additional avenues to achieve increased brand exposure and new mobility concepts.
- **High-precision autonomous:** Mitsubishi Electric will show how high-precision map creation and position determination technology can allow cars to drive themselves with centimeter-level accuracy. The company will also showcase a joint initiative to build the next generation of autonomous maps.
- **Mobile payment integration:** By using cars as trusted payment providers, Mitsubishi Electric will demonstrate how cars can order, pay, and route their

occupants to food, services, or purchases while consolidating individual orders and payments.

- **Car-to-home integration:** Mitsubishi Electric will show how cars can work in harmony with smart homes in a seamless and intuitive way to offer consumers exciting new conveniences and cost savings.

Included in the lineup is the EMIRAI 4 Smart Mobility Concept Car, designed for safe, convenient and environmentally friendly transportation and shown for the first time in North America:

- **Driver monitoring:** Attendees will see the first in-vehicle monitoring system that uses a single wide-angle camera to detect both driver and front passenger simultaneously – ideal for OEMs who want to offer a range of safety and personalization features at lower cost.
- **Roadway illumination:** Mitsubishi Electric will demonstrate a new signalling system, showing road-surface projections and car-body displays that alert pedestrians, cyclists, and other vehicles when a vehicle is about to back up or a door is about to open.

Mitsubishi Electric will welcome visitors to see these and other innovations at CES from January 9-12 at booth 5609 in the North Hall of the Las Vegas Convention Center. Selected demonstrations are by appointment only. For more details or to book an appointment, visit: <http://www.meaa-mea.com/ces-2018>

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

Mitsubishi Electric Automotive America, a wholly owned subsidiary of Mitsubishi Electric Corporation, is a global supplier of in-vehicle infotainment, telematics, and safety systems. Founded in 1979, the company's innovative technology enables automakers to exceed consumer expectations through high-quality vehicle designs at the speed of mobility. Industry leaders such as BMW, Chrysler, Daimler, Ford, GM, Honda, Nissan, and Volvo depend on Mitsubishi Electric for everything from engine-control units through navigation systems to autonomous-ready technologies. Additional Information is available at: [www.meaa-mea.com](http://www.meaa-mea.com).

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