

Mitsubishi Electric launches new webstore for automation software

Ratingen, Germany 12th September 2013

The new e-F@ctory Alliance software webstore is a first for the automation business and offers a huge range of incredibly useful ‘approved’ automation software and dedicated function blocks available for instant download. Programs on offer also include partner solutions that have been developed alongside Mitsubishi Electric to support users to find best practice solutions for their automation challenges and further increase performance for many different application fields.

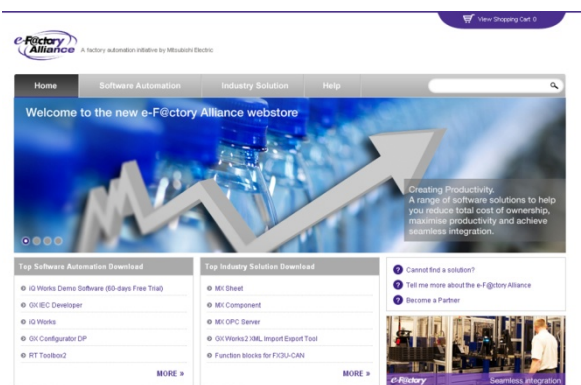
All the software and function blocks associated with Mitsubishi products available for download are designed to improve production accuracy, increase efficiency and ultimately reduce costs for any automation challenge. Items that are expected to be very popular include innovative sector and application specific function blocks for the water, food & beverage, consumer packaged goods, process and life science industries. There is already a high demand for function blocks, as they can save a significant amount of time for engineers and programmers in development and commissioning.

The convenience of being able to search and select from such a wide range of useful software and function blocks by solution, by industry sector or by function should prove to be a fantastic asset to any developer, software engineer, designer or integrator looking to software and function blocks from a trusted secure location. The webstore can be found at e-factory-alliance.digitalriver.com where open access is provided to browse and purchase all the software solutions on offer.

The site offers extended download service as well as a CD backup order option and accepts all major credit cards supported by Visa, MasterCard and Amex via a

secure online payment service.

Commenting from Mitsubishi Electric Europe's Factory Automation – European Business Group, Ciaran Moody, Business Development Manager for partner relationship said “The webstore is intended to be an extremely active service, every day the range of solutions we offer will continue to grow, it certainly helps us to have a dedicated portal for automation related function blocks and software distribution, but the greatest value and convenience is to our customers - meeting the increasing worldwide market demand for function blocks and software solutions from one convenient source.”



Picture 1: The new e-F@ctory Alliance software webstore is a first for the automation business and offers a huge range of incredibly useful ‘approved’ automation software and dedicated function blocks available for instant download.



Picture 2: Ciaran Moody, Business Development Manager for partner relationship at Mitsubishi Electric Europe's Factory Automation – European Business Group

Note to Editor: if you would like the text in another language please contact Stephanie Jones at DMA Europa – Stephanie@dmaeuropa.com.

About Mitsubishi Electric

With over 90 years of experience in providing reliable, high-quality products to both corporate clients and general consumers all over the world, Mitsubishi Electric Corporation 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, as well as in products for the energy sector, water and waste water, transportation and building equipment.

With around 121.000 employees the company recorded consolidated group sales of 29,5 billion Euro* in the fiscal year ended March 31, 2013.

Our sales offices, research & development centres and manufacturing plants are located in over 30 countries.

Mitsubishi Electric Europe B.V., Factory Automation European Business Group (FA-EBG) has its European headquarters in Ratingen near Dusseldorf, Germany. It is a part of Mitsubishi Electric Europe B.V., a wholly owned subsidiary of Mitsubishi Electric Corporation, Japan.

The role of FA-EBG is to manage sales, service and support across its network of local branches and distributors throughout the EMEA region.

**Exchange rate 120,69 Yen = 1 Euro, Stand 31.3.2013 (Source: Deutsche Bundesbank)*

Further Information:

www.mitsubishi-automation.com

www.mitsubishielectric.com

e-factory-alliance.digitalriver.com

Press contact:

Mitsubishi Electric Europe B.V.

Factory Automation European Business
Group

Monika Torkel

Marketing Communications Coordinator

Gothaer Str. 8

40880 Ratingen, Germany

Tel.: +49 (0)2102 486-2150

Fax: +49 (0)2102 486-7170

Monika.Torkel@meg.mee.com

PR agency:

DMA Europa Ltd.

Mr. Roland Renshaw

Europa Building, Arthur Drive, Hoo Farm

Industrial Estate, Kidderminster,

Worcestershire, UK

Tel.: +44 (0)1562 751436

Fax: +44 (0)1562 748315

roland@dmaeuropa.com

www.dmaeuropa.com