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Mitsubishi Electric and AWS Sign MOU for Strategic Collaboration in Digital Domain

Aims to leverage cloud computing and generative AI, and to help reduce data center carbon footprints

TOKYO, January 14, 2025 – [Mitsubishi Electric Corporation](https://www.mitsubishielectric.com/en) (TOKYO: 6503) announced today that it has signed a memorandum of understanding (MOU) with Amazon Web Services (AWS)* to collaborate in data center and cloud services businesses. The collaboration is another move toward strengthening data utilization solutions through its Serendie™ digital platform and realizing a sustainable society by reducing the carbon footprint of data centers, which are in high demand worldwide.

Mitsubishi Electric is transforming its business model to create new value by combining data and expertise accumulated over many decades into new businesses built on the company's Serendie digital platform. Starting the consideration of strategic collaboration will accelerate and expand these initiatives by leveraging AWS's extensive technologies and insights in cloud computing and generative AI to quickly realize innovative data utilization solutions and modernize internal IT infrastructures. Mitsubishi Electric will work on the development of AI platforms for integration into Serendie, use AI to streamline business processes and decision-making across the organization, and use AWS educational programs to develop personnel well-versed in digital transformation (DX) and innovative approaches.

Through these initiatives, Mitsubishi Electric expects to promote the development of platforms equipped with multiple AI-agent orchestration, a technology that supports process optimization in digital manufacturing. Additionally, more robust data-driven insights will advance the development of smart-building solutions that balance energy savings with productivity and comfort, modernizing building operations and providing added value services to tenants.

Furthermore, Mitsubishi Electric currently offers products and solutions for data centers, including air conditioning systems, monitoring and control systems, uninterruptible power supplies, and power distribution systems. With AWS's data analytics and AI technologies, these solutions will support more energy savings and

* Amazon Web Services Japan G.K. and Amazon Data Services Japan G.K. were cosigners.

more stable operations of data centers. Mitsubishi Electric will also develop new energy management methods, such as air conditioning control based on heat load prediction. Mitsubishi Electric and AWS will continue to innovate in areas such as energy management systems that will contribute to reducing the carbon footprint of data centers, a growing challenge as the use of generative AI increases.

Greg Pearson, Vice President, AWS Global Sales, Amazon Web Services, Inc. said, “We are pleased to start the consideration of strategic collaboration with Mitsubishi Electric to advance digital transformation initiatives. Together, we can help enterprise customers operate more efficiently by developing AI applications that will streamline processes and enable faster, data-driven decision-making.”

Satoshi Takeda, Executive Officer, CDO (Responsible for DX, Vice President, Business Innovation) at Mitsubishi Electric Corporation, said, “Our collaboration with AWS will further enhance and accelerate the provision of data-utilization solutions via the Serendie digital platform, increasing our business competitiveness in the digital domain. We look forward to our continued work to maximize synergies and efficiencies with AWS to address urgent global issues, including decarbonization, for a more sustainable world.”

“Serendie” is a pending trademark of Mitsubishi Electric Corporation.

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About Mitsubishi Electric Corporation

With more than 100 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. Mitsubishi Electric enriches society with technology in the spirit of its “Changes for the Better.” The company recorded a revenue of 5,257.9 billion yen (U.S.\$ 34.8 billion*) in the fiscal year ended March 31, 2024. For more information, please visit www.MitsubishiElectric.com

*U.S. dollar amounts are translated from yen at the rate of ¥151=U.S.\$1, the approximate rate on the Tokyo Foreign Exchange Market on March 31, 2024