

Mitsubishi Electric Celebrates Reaching 10 million FX PLC Sales at MOTEK.

Mitsubishi Electric at MOTEK in Stuttgart, Hall 7, Stand 7210

Ratingen, 1st September 2010

Mitsubishi Electric is using the 2010 MOTEK international trade fair to say a unique thank you to German customers for its MELSEC FX PLC, via a special promotion to celebrate the company's outstanding achievement in reaching the landmark of 10-million FX PLC units sold worldwide.

The promotion, an 'all round carefree package' is fittingly timed to run for 10-million seconds (one for every FX unit sold globally) from September 1st to December 24th 2010. It will include 10-year's extended warranty on the basic unit and a free programming suite consisting of programming software, inclusive of updates for one year, and a programming cable. The programming suite has a total value of around 500 Euro.

To qualify for the all round carefree package, customers purchasing an FX PLC from an accredited Mitsubishi distributor are invited to register the unit on a special dedicated website. After registering they will be sent the programming software (on a complimentary 4GB-USB-Stick) and the programming cable. In addition, by registering the serial number of their FX unit, the buyer will also benefit from an extended warranty of 10- years on the basic PLC. The promotional package is limited to one online registration for each customer.

"It has been a phenomenal achievement to reach the milestone of 10-million FX units sold in what is an extremely competitive global market." commented Stefan Knauf, Senior Product Manager PLC/HMI Systems at Mitsubishi Electric's Factory Automation European Business Group.

Harald Voigt, Central Europe Product Manager for Industrial Automation adds "The 'all round carefree package' that we are promoting at the MOTEK Fair is our way of saying thank you to our German customers for their loyalty over the 30-plus year's the FX has been available on the global automation market."

About the MELSEC FX PLC

The launch of the MELSEC FX PLC, over three-decades ago, transformed the PLC market, bringing PLC control functionality and flexibility into smaller, lower cost applications, where relay- based systems previously predominated. In opening up this sector, the FX created a new market for PLCs, and has remained at the peak of that market, through constant innovation, ever since.

The FX controller appealed to both OEM and end user markets; its introduction making many applications - for which automation was once not even an option - viable. Initial FX units provided mostly digital control, with analogue functionality following soon after, as the market demands accelerated for ever greater control functionality in a smaller package.

This evolution has continued over 30-plus years, and is one of the major reasons why the MELSEC FX is as relevant today as it was when launched. Now in its third-generation, today's FX3 Family is a control centre in its own right, offering, in addition to digital and analogue control (up to 384 I/O), modules that cater for the very latest drive and servo and high speed positioning applications, these achieved via a very fast instruction execution cycle time of 0.065 microseconds.

Importantly, despite the integration of new third-generation technology, the MELSEC FX3 controllers are backwardly compatible to their predecessors. This has always been a powerful sales feature of the FX units, as it means that customer investment is protected, and upgrading to the more powerful new class of controllers can be achieved with minimum engineering overheads.

Photo Caption: Customers in Germany are benefiting from a ten year extended warranty, free software and programming cable with their first Mitsubishi FX PLC.

About Mitsubishi Electric

With 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 114.000 employees the company recorded consolidated group sales of 32,2 billion Euro in the fiscal year ended March 31, 2011.

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

Mitsubishi Electric Europe, 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 European region.

Further Information:

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