



News Release

COOLING & HEATING SOLUTIONS

Mitsubishi Electric Announces the meSync Program for iPad

All Things Mitsubishi Electric at Your Fingertips

SUWANEE, Ga. - November 3, 2010 - Mitsubishi Electric Cooling and Heating Solutions (Mitsubishi Electric) has developed and is about to roll out meSync™, a national innovative marketing initiative for Mitsubishi Electric channel members that uses iPads™. meSync will incorporate selling tools, provide updated technical documentation and boost training among Mitsubishi Electric's residential and commercial sales channels.

"As the first company to introduce VRF and split-ductless technology to the U.S. market, Mitsubishi Electric always aims to be at the forefront of the industry in technological innovations," says Bud Nardello, vice president of sales, Mitsubishi Electric Cooling and Heating Solutions. "Now, through meSync, our channel members have a technologically innovative marketing tool for selling some of the most advanced HVAC products on the market."

Scheduled to be released at the beginning of 2011, the meSync program will be available to all Mitsubishi Electric channel members. Members can participate in the meSync program through their primary distributor, or they can visit the Mitsubishi Electric website and apply to the meSync program which would use existing iPads at their company. A pilot program is underway in which Mitsubishi Electric is working closely with an advisory group of channel members who have been selected to test the functionality and sample apps, and then provide feedback.

meSync allows Mitsubishi Electric to transmit data and published content directly to an iPad device, reducing email and intranet communication and ensuring that channel members are readily equipped with the most up-to-date information for interacting with customers.



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Channel members will have access to custom apps, presentations, videos, installation images, technical documentation and other Mitsubishi Electric materials on their iPads, ready to present to potential customers.

In addition, meSync will be customizable for different channel members - residential contractors will be provided with in-home presentation tools to help educate homeowners while territory managers will be provided with product and service tools to train contractors. Customized apps will be developed to further address the specific needs of the channel members, and multiple system configurations will be integrated for individual and company use.

"The first time I used the iPad, I was called in for a consultation with homeowners who had already received a proposal from a Mitsubishi Electric competitor," says Paul Hamel, president and CEO, Iceberg Mechanical, Brooklyn, N.Y., who participated in the meSync pilot program. "With my iPad and the meSync program, I was able to present the homeowners images of the Mitsubishi Electric system, as well as pictures of jobs we'd done ourselves, to show why the system would best meet their heating and cooling needs. The homeowners opted for the Mitsubishi Electric system, in large part because I was able to demonstrate the system's benefits so well through the meSync program."

Earlier this year, Mitsubishi Electric released the meZOTM Controller App for the iPhone, and iPod touch (soon to be released for the iPad) that allows users to control Mitsubishi Electric VRF or split-zoning systems remotely.

"At Mitsubishi Electric, we are always thinking about the next step in communicating product information to our customers," continues Nardello. "Expanding into the area of application development to train our channel members and to market our products is a natural progression



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for us. Mitsubishi Electric channel members and customers can expect to see more applications for both the iPad and other Apple devices in the future."

"For me, meSync helps me work more efficiently and more effectively to communicate the benefits of Mitsubishi Electric systems to customers," adds Hamel. "It has become such an important tool to me, that I can't imagine doing business without it."

For more information about the products available from Mitsubishi Electric Cooling and Heating Solutions, please visit www.MitsubishiPro.com.

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About Mitsubishi Electric Cooling and Heating Solutions

For 30 years, Mitsubishi Electric Cooling and Heating Solutions, with headquarters in Suwanee, Ga., has been a leading marketer of intelligent air-conditioning and heating technology, manufactured by its parent corporation, Mitsubishi Electric. The Division's market distribution includes North America, Latin America, the Caribbean and Bermuda. In 2010, Mitsubishi Electric HVAC's VRF Hyper-Heat INVERTER technology received a Top Product award from Building Operating Management magazine. In 2009, Mitsubishi Electric's Mr. Slim® M-Series was chosen as one of Building Products magazine's Green Product award winners and the Mr. Slim Hyper-Heat INVERTER system was chosen as a winner of Architectural Product's annual Product Reports. Additionally, the CITY MULTI® VRF system was judged a Product of the Year Gold Award winner in the HVAC/R category by subscribers of Consulting-Specifying Engineer (CSE), the Mr. Slim® P-Series Hyper-Heat INVERTER systems received a Readers' Choice Award from Building Products magazine and CITY MULTI received Honorable Mentions in the HVAC Commercial Equipment and Dealer Design award competitions from ACH&R News. In 2008, Mitsubishi Electric HVAC not only received a Top Products Award from Building Operating Management for its P-Series four-way cassette, but its Mr. Slim MSZ-FD09/12NA was voted #1 in the Contracting Business HVAC Comfortech Product Showcase Awards in the Forced Air Heating category.

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