



News Release

COOLING & HEATING SOLUTIONS

Mitsubishi Electric Launches Network News-style Videos For Consumer and Commercial HVAC Markets

SUWANEE, Ga. – November 30, 2010 – [Mitsubishi Electric Cooling and Heating Solutions](#)

(Mitsubishi Electric) has launched two new educational and promotional-focused videos geared towards consumers and the commercial HVAC market. The six-minute videos feature network news-style interviews with senior executives and key department managers of the company.

“We saw an opportunity to utilize multimedia to help raise awareness of Mitsubishi Electric in the consumer and commercial HVAC marketplace and we partnered with spark360 to help make it happen,” says Bill Rau, senior vice president and general manager, Mitsubishi Electric Cooling and Heating Solutions. “We also wanted to explain the benefits and features of our product lines and provide a technological overview. Hopefully, our approach will establish a personal connection with the Mitsubishi Electric staff and tell a compelling, engaging story.”

The commercial video launches at the end of November 2010 and will be helpful to HVAC contractors, specifiers, engineers and architects. The consumer video will be available in early December and its audience is primarily homeowners, HVAC contractors, residential home builders and remodelers.

Both videos will be promoted on [YouTube](#), Twitter, Facebook, the MitsubishiHVAC LinkedIn network as well as the video lounge on the www.MitsubishiComfort.com website, along with a host of internet marketing opportunities presented by spark360.

spark360 is a network-quality business television program featuring the unique stories of businesses. The company delivers broadcast-quality programs via a comprehensive distribution



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strategy that reaches every corner of the Internet, blending the power of video storytelling with a powerful distribution and marketing network.

To view the commercial video, please visit www.youtube.com/watch?v=7cQbsCrIGyo. For more information about the products available from Mitsubishi Electric Cooling and Heating Solutions, please visit www.mehvac.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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