

New Mitsubishi Electric meView App Helps Homeowners Visualize System

SUWANEE, Ga., September 20, 2011 – The new [meView™](#) app, the latest in a series of mobile applications from [Mitsubishi Electric Cooling & Heating \(Mitsubishi Electric\)](#), provides homeowners and professionals with a customized virtual view of how a Mitsubishi Electric split-ductless product would look in the home. This tool is designed to make it easier than ever to select and install America’s number one selling ductless cooling and heating system.

Available for use with iPhone, iPod touch and iPad, meView allows the homeowner or contractor to take a picture of the room, then drag and drop various styles of Mitsubishi Electric systems into the space. Available via free download, meView is a handy tool for both consumers and HVAC contractors to envision how the room would look with an indoor unit in place.

“Purchasing a cooling and heating system is an important decision because it can mean the difference between a comfortable or unpleasant living environment, and no matter what kind of system the homeowner chooses, it involves a financial investment,” says Marc Zipfel, director of product marketing, Mitsubishi Electric Cooling & Heating. “Homeowners can feel intimidated because HVAC systems are technical in nature and with so many different options out there, finding the best solution can seem like a daunting task.”

According to Zipfel, meView is one tool that helps make this process a little bit easier. Homeowners will no longer have to imagine how the system will look once installed. meView also offers convenient features for the HVAC contractor – once the indoor unit is selected and placed in the room using meView, contractors can email the image to homeowners along with their bid. This feature offers contractors a competitive edge by showing customers how the proposed system will fit into their room design. Contractors also can use meView as a guide to determine the best aesthetic placement for the unit.

“One of Mitsubishi Electric’s strengths is making the lives of professionals and their customers a little more convenient,” says Zipfel. “We try to be proactive in using technology to develop tools that make it easier for contractors to educate their customers, and for consumers to learn about our products.”

The meView app is available for free download on the iTunes Store. To download the app, click [here](#). To learn more about products from Mitsubishi Electric Cooling & Heating, visit www.mehvac.com.

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About Mitsubishi Electric Cooling & Heating

For more than 30 years, Mitsubishi Electric Cooling & Heating, headquartered 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 1982, Mitsubishi Electric was the first to introduce its state-of-the-art split-ductless air conditioners and heat pumps in North America. The company soon expanded, adding to its product line CITY MULTI[®], a simultaneous cooling and heating system that uses INVERTER technology; compressors; and a full line of air-conditioning accessories.

Mitsubishi Electric Cooling & Heating products have won numerous awards for innovation and excellence, including the 2011 AHR Expo Product of the Year Award for the Dedicated Outdoor Air System. For more information, visit www.mehvac.com or follow Mitsubishi Electric on [Facebook](#), [Twitter](#) and [YouTube](#).

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