



### ***Independent Companies With A Common Ancestry***

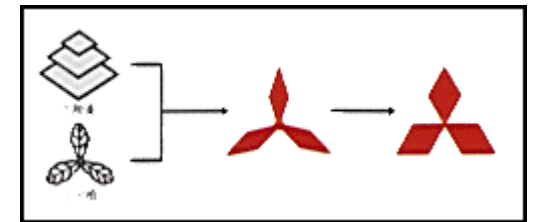
The year was 1870 and Japan was just emerging from centuries of feudal isolation and racing to catch up with the West. An ambitious young man named Yataro Iwasaki launched what ultimately would become one of the world's largest and most far-reaching enterprises - Mitsubishi.

Today, the Mitsubishi brand remains one of the most recognized in the world. One hundred thirty-nine *independent* companies that trace their roots to the original Mitsubishi are active in nearly every sector of business and industry.

### ***Origin of the Emblem***

Yataro Iwasaki, founder of the first Mitsubishi company, created the famous three-diamond mark by combining two images. He blended the three-stacked diamonds of his own family crest with the triple oak leaf crest of the Tosa clan, his first employer.

This emblem is the source of the name Mitsubishi, which means “three diamonds.”



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## **Corporate Overview Mitsubishi Electric Corporation (MELCO)**

- Dr. Tamotsu Nomakuchi, President & CEO
- Dr. Ichiro Taniguchi, Chairman
- Founded in 1921, one of 139 independent Mitsubishi companies
- Operations in 34 countries (research, manufacturing, service, sales/marketing, distribution)
- Recorded consolidated group sales of approximately US \$30 billion in the year ended March 31, 2003
- Approximately 100,000 employees worldwide

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## **Industries Served Mitsubishi Electric Corporation (MELCO)**



- Consumer Electronics
- Energy
- Heavy Equipment
- Information Technology
- Industrial Technology
- Space & Satellite Communications
- Telecommunications
- Transportation



## 2002 GLOBAL 500

# FORTUNE

*As of July 22, 2002*

**THE WORLD'S LARGEST  
CORPORATIONS**

Global 500 Rank	Company	Revenue \$ millions
1	Wal-Mart Stores	219,812.0
2	Exxon Mobil	191,581.0
3	General Motors	177,260.0
4	British Petroleum	174,218.0
5	Ford Motor	162,412.0
7	Daimler-Chrysler	136,897.3
9	General Electric	125,913.0
22	Siemens	77,358.9
32	Hitachi	63,931.2
37	Sony	60,608.0
40	AT&T	59,142.0
105	Samsung Electronics	35,968.9
112	BMW	34,443.5
121	Johnson & Johnson	33,004.0
131	Dell Computer	31,168.0
<b>141</b>	<b>Mitsubishi Electric</b>	<b>29,103.3</b>
147	Nokia	27,931.4
152	Dow Chemical	27,805.0
177	Walt Disney	25,269.0
209	American Express	22,582.0
213	Cisco Systems	22,293.0
239	Cocoa Cola	20,092.0
295	Raytheon	16,867.0
300	Xerox	16,502.0
316	3M	16,079.0
340	McDonald's	14,870.0
373	Northrop Grumman	13,558.0
397	Anheuser-Busch	12,911.5
421	General Dynamics	12,163.0
469	Staples	10,744.4
480	Dai Nippon Printing	10,492.3
491	Whirlpool	10,096.2
500	Takenaka	10,343.0

## Global Company Highlights

- 1921** - Mitsubishi Electric Corporation established
- 1923** - Technological licensing agreement signed with Westinghouse Electric International
- 1924** - Produced the first Mitsubishi vertical-axle hydraulic generator
- 1928** - Completed the first domestically produced railway substation for the Odawara Kyuko Railway
- 1931** - Delivered the first Mitsubishi elevator
- 1935** - Delivered the first Mitsubishi escalator

## Global Company Highlights

- 1938** - Installed the first Mitsubishi electric power-generation equipment
- 1945** - Began production of radios and speakers
- 1951** - Introduced Japan's first V-type oil circuit breakers for use on ultrahigh-voltage lines
- 1953** - Completed Japan's first DD50 diesel-electric locomotive for Japan National Railways
  - Launched the first Mitsubishi television
- 1955** - Received the Deming Prize for quality control

## Global Company Highlights

- 1968** - Completed the first Mitsubishi nuclear power generator
- 1969** - Developed the world's first permanent fuse. Chosen as the prime contractor for Japan's first working satellite for ionosphere sounding
- 1970** - Introduced the *Lossnay* heat-exchange ventilation system
- 1974** - Introduced a large general-purpose computer, MELCOM COSMO 700

## Global Company Highlights

- 1976** - Produced Japan's largest-capacity nuclear power generator and full gas-insulated substation
- 1977** - Launched the ETS-II engineering satellite (the first in a series of ETs for which Mitsubishi is prime contractor)
- 1978** - Installed the world's fastest elevator which travels 600 meters per minute
- 1980** - Supplied Japan's first 45m-diameter radio telescope to Tokyo Planetarium
  - Delivered first Diamond Vision mammoth outdoor color video-display system to Dodger Stadium

## Global Company Highlights

- 1981** - Mitsubishi Electric's first mobile phone introduced
- 1982** - Introduced the first rear projection 45-inch TV
- 1984** - Mass-produced high-output semiconductor lasers for use in optical communications
  - Delivered the world's first spiral escalator
- 1985** - Began marketing 35-inch color televisions with the world's largest direct-view screen
- 1986** - Produced the world's first sequential inference machine, MELCOM PSI
  - Introduced a video projector with a 200-inch screen

## Global Company Highlights

- 1988** - Developed a prototype optical neurochip, precursor to the optical neurocomputer
- 1989** - Listed on the London and Paris stock exchanges
- 1990** - Purchased the hardware division of the British firm Apricot Computers
- 1991** - Created Mitsubishi Electric America Foundation
- 1992** - Developed an artificial retina chip
- 1993** - Installed the world's fastest passenger elevator (750 meters per minute) in the Landmark Tower, Yokohama, Japan

## Global Company Highlights

- 1994** - Received the Stratospheric Ozone Protection Award from the U.S. Environmental Protection Agency
- 1996** - Established a joint venture in China for the production of semiconductors
- 1997** - Introduced the Pedion, an ultra-thin mobile computer
  - Introduced practical use of artificial retina technology
  - Introduced the first Plasma television

## Global Company Highlights

- 1998** - Started mass production of the world's first artificial retina chip
- 1999** - Installed Japan National Astronomical Observatory's Subaru Telescope, which uses Mitsubishi's actuator technologies, on Mauna Kea, Hawaii
- 2000** - Introduced world's largest big-screen, high-definition upgradeable projection television using Digital Light Processing™ technology

## Global Company Highlights

- 2001** - Introduced MegaView Wall (50-inch data wall display), designed for demanding applications such as command and control room environments
  - Mitsubishi Electric and subsidiaries contributed more than US\$1 million for recovery efforts and disaster relief in the US to help those who were affected by the September 11, 2001 terrorist attacks
- 2002** - Introduced 50" HD-upgradeable 16:9 widescreen plasma television
  - MEAA's employees received 2001 Honda Supplier Award for Quality and Delivery

## Global Company Highlights

- 2002** - Traffic monitoring project using Mitsubishi Electric technology was named as a “Best of ITS” award winner at the Intelligent Transportation Society of America conference held April 29-30, 2002
- MEAA received GM Supplier of the Year Award for third straight year
  - Diamond Vision selected by Celine Dion Productions for installation of the largest indoor LED video screen at Caesars Palace Coliseum
  - New Mitsubishi Electric USA Division Formed to Market Passive Optical Network Solutions in the US

## Global Company Highlights

- 2002** - Celestica recognized Mitsubishi Electric's Semiconductor Operations with first-year Global Supplier Award.
- MEPPI Broke Ground for Ozone Systems Headquarters and Factory
- Mitsubishi Electric's Diamond Vision Unveiled New Transportable Outdoor Display
- Mitsubishi Electric Announced New Semiconductor Division to Support North American Optoelectronic and Microwave/RF Customers



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**[www.MitsubishiElectric.com](http://www.MitsubishiElectric.com)**