

# Better Together: ICONICS & Mitsubishi Electric Jointly Present Digital Transformation Solutions at SPS 2023

ICONICS and Mitsubishi Electric along with their partners MESALOGIC, NXTGN, and Takebishi will present their latest products and services for industrial digital transformation at SPS 2023.

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**sps**  
smart production solutions

32<sup>nd</sup> international exhibition  
for industrial automation

Nuremberg, Germany  
14 – 16 November 2023

Partners in Your  
Automation Solutions

**iconics** **MITSUBISHI ELECTRIC**  
Changes for the Better

**TAKEBISHI** **NXTGN**  
Wir digitalisieren Mittelstand

**MESALOGIC**  
enterprise software solutions

Hall 6 | Booth 6-248

**Foxborough, MA – [November 2, 2023]** – ICONICS and Mitsubishi Electric will participate jointly at SPS 2023, the international trade fair for smart and digital automation held in Nuremberg, Germany on November 14-16, 2023.

At Booth 6-248 in Hall 6, ICONICS, a global leader in industrial automation software solutions, and Mitsubishi Electric, a global manufacturer of electrical and electronic products, along with their partners MESALOGIC, NXTGN, and Takebishi, will present their latest products and services for industrial digital transformation.

Reflecting on the event, ICONICS Managing Director DACH André Lange had this to say, "Digital transformation is a major challenge but also a great opportunity for industry. With our innovative solutions for smart and digital automation, we can support our customers in optimizing their processes and increasing their competitiveness." Mr. Lange added, "At SPS

2023, we and our partners look forward to showing you how we are shaping the future of industry together."

This year, visitors can learn about the most advanced digital transformation solutions ICONICS and Mitsubishi Electric have to offer including:

- **Real-Time Operational Insight:** Scalable ways to manage your factory that cater to your budget and business goals, from unified visualization (HMI), process control (SCADA), predictive maintenance, maintenance management, condition monitoring, data analytics, alerting, reporting, and more.
- **Digital Twin:** Create and use virtual representations of your physical assets to monitor and optimize health, performance, and efficiency.
- **IoT/IIoT:** Connect your assets to the Internet of Things (IoT) or the Industrial Internet of Things (IIoT) to capture, analyze, and visualize real-time and historical data.
- **Energy Management:** Lower energy consumption and costs, improve carbon footprint, and achieve sustainability goals with innovative products.
- **Quality Management:** Reduce scrap rates, monitor product quality, and increase customer satisfaction using fully automated processes.
- **Manufacturing Efficiency:** Increase asset availability, productivity, efficiency, and measure/improve overall equipment effectiveness (OEE). Discover the new products that perfectly complement these powerful software solutions.
- **Historical Data Logging and Analytics:** Capture, store, and retrieve historical data from your plants to provide high data integrity, compression, and redundancy with this powerful and scalable solution.
- **IT/OT Integration:** Achieve seamless integration between your information technology (IT) and operational technology (OT) systems, enabling improved collaboration, transparency, and decision-making.

We cordially invite you to visit our booth and look forward to discussing how our innovative digital solutions can transform your operations.

For more information, please visit our respective websites: <https://iconics.com> and [www.MitsubishiElectric.com](http://www.MitsubishiElectric.com).

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## About Mitsubishi Electric Corporation

With more than 100 years of experience in providing reliable, high-quality products, Mitsubishi Electric Corporation (TOKYO: 6503) 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, energy, transportation and building equipment. Mitsubishi Electric enriches society with technology in the spirit of its "Changes for the Better." The company recorded a revenue of 5,003.6 billion yen (U.S.\$ 37.3 billion\*) in the fiscal year ended March 31, 2023.

## About ICONICS

ICONICS, a Group Company of Mitsubishi Electric Corporation, is headquartered in Foxborough, Massachusetts USA and is a global software developer of visualization, HMI, SCADA, and energy solutions. With installations running in over 100 countries worldwide and over 70 percent of Global 500 companies, ICONICS software is recommended for automating, monitoring, and optimizing a customer's most critical assets. ICONICS offers competitive software products for various business sectors, such as manufacturing, industrial and building automation, and it possesses advanced technology and remarkable industry leading knowledge in the development of industrial software. ICONICS is a seven-time Microsoft Partner of the Year award winner and has been recognized twelve times for a Microsoft Partner of the Year award.

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