

Seoul, Korea



World Quality

"Best Technology, Best Reliability in the World"

Mr. Lee Dong-Ho of the Lotte Jamsil Hotel, Seoul, Korea, is very proud of the Mitsubishi elevators and escalators installed in the hotel. "The hotel features two spiral escalators, the only such escalators in Korea!" Combining a deluxe hotel with an adventure theme park and luxury shopping mall, the Lotte Jamsil is an urban resort. Mitsubishi and Lotte collaborated to customize the transport system to suit this unique project – including spiral escalators, observation elevators, Korean artwork within the designs, etc. "The hotel image was actually enhanced by the choice of materials used in the elevator designs. That's something that was only possible with Mitsubishi's superior design sense." The choice of Mitsubishi products was based on safety, design, technology and reliability. "Elevators and escalators are the most important transport systems in the hotel, and passenger safety is paramount. We were also concerned with design renewal. Lotte knew that Mitsubishi has the best technology in the world, and also the best reliability in the world. And Mitsubishi realized that Lotte is an extremely important client. Mutual trust is why Mitsubishi elevators were installed in this hotel. That's the only reason, I think." Proving that this trust continues today, Mitsubishi and Lotte are currently collaborating on another Lotte World Hotel in the southern resort town of Pusan. "This will be a new landmark for Korea, a world-class hotel and urban-leisure resort."



Korean art decorates the elevator doors.



The lobby has two observation elevators.

*Mr. Lee Dong-Ho
General Manager, Lotte Jamsil Hotel*

Mitsubishi Re-Opens Korean Company

On December 1, 2001, Mitsubishi re-entered the Korean market with the establishment of Mitsubishi Elevator Korea Co. Ltd. Since re-opening a branch office in Seoul in October 2000, Mitsubishi has successfully renewed many previous relationships and won prestigious contracts such as Samsung T3, the tallest building in Korea, and Su-Won Station, one of the sites for the 2002 FIFA World Cup. Mitsubishi Elevator Korea estimates steady demand of 15,000 units per year, which makes Korea the third largest elevator market in Asia.

Hotel Lotte Jamsil: Hotel and Shopping Mall

Opened for the Seoul Olympics in 1988, the Hotel Lotte World offers over 500 guest rooms, 12 restaurants and bars, 6 meeting rooms, indoor golf, sauna, etc. Overlooking the Han River, this unusual "resort-style business hotel" combines leisure, business and shopping facilities under one roof. To suit the unique building, the transport system features many unique touches: the only two spiral escalators in Korea; stylish observation elevators; and customized car ceilings and fittings.

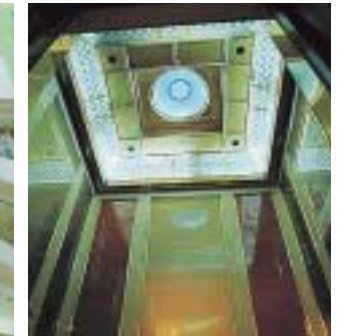


The Jamsil's two spiral escalators are the only ones in Korea.

Full of Stylish Touches



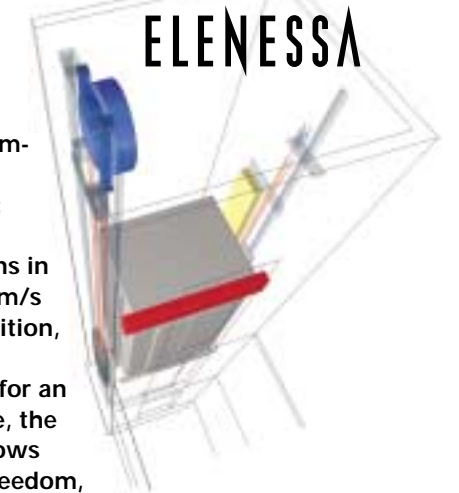
Illuminated indoor observation elevators add a thrill to travel.



Bright, decorative ceilings add a touch of luxury to the elevator cars.

The Evolution of Mitsubishi Quality

Real quality is not a static thing; it keeps moving and evolving. Our new series of Elenessa machine-room-less elevators boasts several industry firsts: such as one of the smallest pit dimensions in the industry; and 1.75m/s speed elevator. In addition, our optimized motor reduces torque ripple for an incredibly smooth ride, the compact hoistway allows architects complete freedom, and universal design principles make controls and indicators simple to use for everyone.



- Saving energy and space
- High-efficiency transport mechanism
- Environment-conscious industrial waste treatment
- EFFICIENCY**
- Comfortable, quiet ride
- Smooth door operation
- Welfare-awareness / Universal design
- COMFORT**
- Riding and boarding safety
- Safety in emergencies
- High reliability
- Safe service spots
- SAFETY**

Number One for Quality

**Quality
in Motion**

ELEVATORS AND ESCALATORS

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