

Singapore



Integrated Quality

"Speed, reliability, safety, cost-effectiveness..."

Suntec City, an architecturally unique development, is designed to be "a city within a city." According to Mr. Wong Ah Long, it is positioned as "the business capital of the world, an IT park, and Asia's Vertical Silicon Valley. It's a new three-in-one concept, combining the best of offices, shopping and convention and exhibition facilities in one location, all fully integrated to enhance each other's advantages."

"To match Suntec City's totally wired and futuristic construction, its vertical transport system had to offer more than just state-of-the-art technology. It also had to meet stringent demands for speed, reliability and safety, all of which Mitsubishi and Ryoden well exceeded. With the installation of 134 intelligently designed elevators in our five office towers, shopping mall and the Suntec convention center, Suntec City has become the single, privately owned development with the most elevators in Singapore. At the press of a button, an elevator arrives within 30 seconds. Indirectly, this has increased our efficiency and helped make Suntec City a more attractive and enjoyable place for meetings and setting up your business," said Mr. Wong.



The five office towers are served by dedicated elevators for different floor zones.



High-speed elevators serve the 45-storey towers, ensuring rapid access to the wired offices.

Mr. Wong Ah Long
Chief Executive Officer
Suntec City Development Pte. Ltd.

The Largest Integrated Commercial Development in Singapore

Suntec City offers 7 million square feet of convention, exhibition, office, retail and car-park space. The name is derived from the Chinese characters "xin da" which means a breakthrough achievement, a quantum leap towards the future.

The five office towers, comprising four 45-storey office blocks and one 18-storey tower, offer spectacular views of the city skyline and the harbour zones. The towers are served by dedicated high-speed elevators which carry a working population of 15,000 people to low-, mid- and high-rise zones. The shopping mall houses over 270 retail and dining outlets in four thematic zones. With 1 million square feet of convention space and seating for 12,000 people, the Singapore International Convention and Exhibition Centre (SICEC) is designed to provide a world-class venue for functions and expositions.



At its heart is the Fountain of Wealth, listed in the Guinness Book of Records as the world's largest fountain. The entire complex is designed along the principles of Feng Shui (geomancy) to bring wealth and good fortune to all its tenants and visitors.



The Fountain of Wealth's wall of water is the backdrop for a multimedia laser show at night.



SICEC convention center offers a world-class business setting for exhibitions and seminars.



Suntec City Mall houses a huge choice of retail stores, restaurants, cinemas, etc.

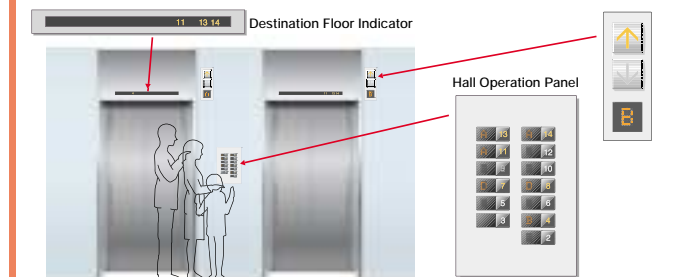
Advanced AI-2200 System for Enhanced Efficiency

Mitsubishi Electric's "Quality in Motion" is not a static thing. It keeps evolving and improving, bringing even more quality benefits such as the state-of-the-art AI-2200 system. This uses artificial intelligence to optimize service efficiency in various ways. To relieve congestion at busy floors, Neural Network technology analyzes current traffic data and predicts traffic flow for the next few minutes. According to the predicted traffic, a built-in real-time simulator evaluates the system performance of each rule-set and then selects the best rule-set for optimal car allocation. There's also Destination-Orientation Prediction, which analyzes passengers' destinations from congested floors to reduce ride times and minimize waiting time, particularly during peak hours. In addition, as soon as a passenger presses the destination floor button on the hall operation panel, the elevator code letter is displayed next to the selected floor number. Destination floor numbers are also indicated above elevator doors so passengers can tell at a glance which car to board.

Concept of Dynamic Rule-Set Optimizer



Hall Image



- Saving energy and space
 - High-efficiency transport mechanism
 - Environment-conscious industrial waste treatment
 - 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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