

Southern California, U.S.A.



Leading-Edge Quality

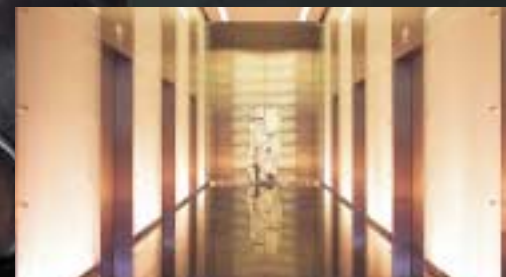
Quality befitting an award-winning development

Since their early days as farmers during the Gold Rush in the 1800s, C.J. Segerstrom & Sons has continued to focus on innovation and quality. This is clearly reflected in Orange County's South Coast Plaza and The Offices of South Coast Plaza, only the second mixed-use development in the United States to win an award from the Urban Land Institute. It's also a key destination point for visitors to Southern California. As Director Stanley D. Taeger explains: "Our motto is 'Build, Develop, Hold'. We live in this community so we want our developments to last. And we have the most demanding tenants in the county who deserve the very best. That's why we partnered with Mitsubishi Electric for our 21-story showpiece building, Plaza Tower. They offered us the best, most efficient and reliable elevator technology available—leading edge rather than cutting-edge. Mitsubishi Electric doesn't use its customers to test new technologies—it is tested and tried *before* it comes to us. They also brought in senior engineers to listen to our concerns and work to meet our needs. The end result is a smooth, quick, reliable ride, just as promised."

Following this success, Mitsubishi Electric was selected for two modernization projects and one new equipment project in the South Coast Plaza complex. In the words of Mr. Taeger: "Knowing Mitsubishi Electric is on the job gives me tremendous peace of mind."



Elevator entrance at Plaza Tower.



Entrance to One Town Center.

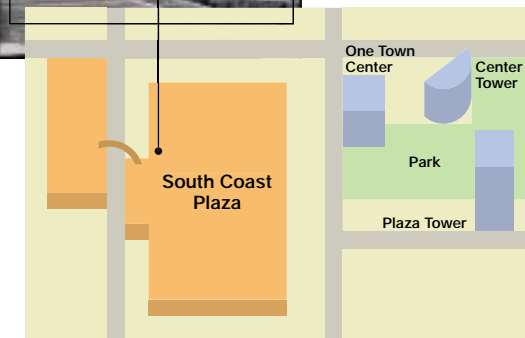
*Mr. Stanley D. Taeger
Director, Office Property Management
The Offices of South Coast Plaza*

A Total Approach to Modernization

When it came to modernizing the elevators in The Offices of South Coast Plaza, C.J. Segerstrom & Sons once again turned to Mitsubishi Electric. There are many reasons why. Sophisticated control of elevator dispatching by a microprocessor, along with smooth, precise elevator movement using AC VVVF motor drive control, reduces average waiting time by up to 20% compared to previous control systems with relay logic and DC motor drive. And more efficient control of the driving motors by Mitsubishi Electric's VVVF inverters cuts power consumption dramatically compared to the conventional DC system. What's more, advanced technology can be applied to improve ride comfort and leveling accuracy, while the VVVF door control system assures smoother, more efficient door control. As a further step towards providing the optimum solution, Mitsubishi Electric offers a wide range of design menus to meet different modernization needs.



Outdoor escalator at South Coast Plaza shopping center.

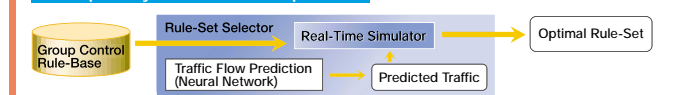


The Offices of South Coast Plaza and surrounding area.

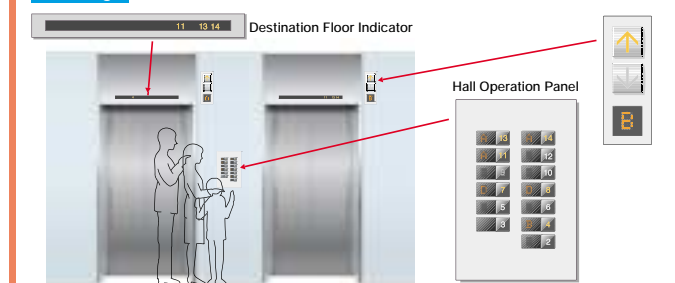
Advanced ΣAI-2200 System for Enhanced Efficiency

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 ΣAI-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

EFFICIENCY

COMFORT

- Comfortable, quiet ride
- Smooth door operation
- Welfare-awareness / Universal design

SAFETY

- Riding and boarding safety
- Safety in emergencies
- High reliability
- Safe service spots

Number One for Quality

Quality
in Motion

ELEVATORS AND ESCALATORS

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