



ELEVATORS & ESCALATORS

PureRide™ Vertical Transportation Solutions maximize passenger comfort levels

Mitsubishi Electric US announces new suite of products to improve usability for today's passengers

CYPRESS, Calif., February 23, 2021 – The Elevator and Escalator Division of Mitsubishi Electric US, Inc., headquartered in Cypress, California, unveils PureRide™ Vertical Transportation Solutions. With sleek and sophisticated touchless interfaces, and an intuitive smartphone application, the PureRide™ suite of solutions helps customers improve the usability and convenience of elevators and escalators as society moves toward creating a more comfortable, resilient, and user-friendly transportation environment.

Evolving needs and challenges have changed the way people interact with offices, residences, hotels, malls and other facilities — and the way people move within these spaces is no exception. But even in the most uncertain times, vertical transportation remains essential for multi-story buildings— and Mitsubishi Electric has developed PureRide™ to help people feel more comfortable with elevators.

Included in PureRide™ Vertical Transportation Solutions is the **PureRide™ Touchless Control System**, a simple, no-touch display that allows users to call an elevator from the lobby and designate a destination floor in the car by simply placing their hand or finger over a sensor. The panels feature an LED “halo” that centralizes the sensor’s target and provides users feedback regarding their hand position. The halo illuminates to indicate to the passenger that the call has been registered.

The Touchless Control System panels are designed for easy installation with existing elevator systems — no disruption to existing wall finishes or additional conduits are required for the surface-mounted design options. Panels can also be installed utilizing a flush-mounted faceplate

using a new or existing recessed box. Plus, they may be installed in conjunction with the building's access control system, whether existing or newly installed.

The PureRide™ suite also includes the **Touch Free Smartphone Elevator Call System***— a smartphone application that works with destination dispatch systems and buildings' access control systems to allow passengers to summon a car from their phone while inside the building. The application displays both the assigned elevator as well as its current status. It also sends an alert to the passenger as the car approaches, resulting in less crowded waiting areas and improved rider comfort.

“At Mitsubishi Electric we recognized early that despite the past year's societal changes, vertical transportation would remain essential, and we moved promptly as an organization to ensure we address the new needs of our riders,” said Chris Cole, national sales and marketing manager, Mitsubishi Electric US, Inc., Elevator and Escalator Division. “Keeping with the high standards we've set for safe rides and reliable equipment, our PureRide™ solutions help building owners increase comfort levels and ease of use for their tenants and occupants.”

“We are very pleased to be able to offer these solutions to our customers,” adds Erik Moeller, western region manager, Mitsubishi Electric US, Inc., Elevator and Escalator Division. “Building owners nationwide have expressed a strong desire to better protect the riding public and our PureRide™ products help them achieve that.”

As customers' needs change and evolve, Mitsubishi Electric continuously strives to find more innovative and effective solutions to meet those needs, which now include PureRide™ Vertical Transportation Solutions. Learn more about Mitsubishi Electric US, Inc., elevators and escalators at www.MitsubishiElevator.com.

** Available where allowed by local code authorities. Please consult your local Mitsubishi Electric branch office for more details.*

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About Mitsubishi Electric US, Inc. Elevator and Escalator Division

Headquartered in Cypress, California, Mitsubishi Electric US, Inc. Elevator and Escalator Division sells, installs, modernizes and services elevators and escalators. The division is recognized as an industry leader in product quality, reliability, and preventative maintenance programs. Quality in Motion® is inherent in the division's best in class products and people. Quality is at the division's core. The products differentiate themselves through the smooth ride, leading edge technology and unmatched reliability. The commitment continues over the life of the product through the division's intensive service program that maximizes uptime of vertical transportation. Additional information is available at www.MitsubishiElevator.com or 714-220-4700.

In addition to elevators and escalators, [Mitsubishi Electric US group companies'](#) principal businesses include cooling and heating products, semiconductor devices, automotive electrical components, factory automation products and services, electric utility products and large-scale video displays for stadiums and arenas. Mitsubishi Electric US group companies have 38 locations throughout North America with approximately 4,000 employees.

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