



PURETM R(I)DE

TOUCHLESS CONTROL

MITSUBISHI ELECTRIC US, INC.,
ELEVATORS AND ESCALATORS

PRODUCT PROFILE

Mitsubishi Electric's Elevator and Escalator Division (ME EED), headquartered in Cypress, California, is an industry leader providing innovative, safe, reliable vertical transportation products. The team of engineers at ME EED is committed to keeping product capabilities aligned with changing trends, business demands and society's needs.

When the COVID-19 pandemic hit, the way consumers interact with public spaces — including offices, residences, malls, hotels and other facilities — changed in the blink of an eye. Vertical transportation was no exception. Elevators were scrutinized more than most building components due to their high-touch surfaces and lack of room for social distancing.

Challenge

Responding to anxieties felt by elevator users during the COVID-19 pandemic

Solution

PureRide™ suite of touch-free technologies

Result

Improved passenger comfort and safety through use of a touchless control system and touch-free smartphone application call system.



Even in uncertain times, vertical transportation remains essential for multi-story buildings. Engineers at ME EED listened to the demands of the riding public and quickly worked to negate some of the associated risks and help bring peace of mind to both tenants and building owners.

Introducing PureRide™

The PureRide™ suite, unveiled in February 2021, offers simple, touch-free solutions for elevator users, including a Touchless Control System and Touch Free Smartphone Elevator Call System.

The Touchless Control System is a no-touch display that allows passengers to call an elevator and designate a destination floor simply by placing their hand or finger over a sensor. The system is incredibly user-friendly, with an LED “halo” that provides feedback based on a user’s hand positioning and illuminates when the system registers a call. To help maximize the product’s application opportunities, engineers considered its installation and compatibility with existing elevator systems and ensured it is equally effective in retrofits as in new construction projects.

Another product, the Touch Free Smartphone Elevator Call System is an intuitive smartphone application that works with destination dispatch systems and buildings’ access control systems to let passengers summon

“Despite the societal changes seen over the past two years, vertical transportation remains essential. Our PureRide™ solutions were created in response to the shifted priorities, preferences and needs of passengers. We’re proud to continue to meet the high standards we set for safe rides and reliable equipment with this new suite of technologies, and look forward to helping more building owners increase comfort levels and ease of use for their tenants and occupants.”

– Chris Cole, Senior Product Manager, Mitsubishi Electric US, Inc., Elevator and Escalator Division

elevator cars from their phone. The application displays the user’s assigned elevator, the car’s current status, and an alert when the car is approaching.

Combined, these features minimize contact and congestion within the elevator and in the elevator lobby, improving rider comfort. These benefits contributed to PureRide being selected as a 2022 Consumer Electronics Show Innovation Awards Honoree.

PureRide in Application

As the world reopens, many consumers are sensitive to how the built environment serves their comfort. The PureRide suite offers a solution for buildings of all shapes and sizes, addressing consumer sensitivities across various applications.



The CES Innovation Awards are based upon descriptive materials submitted to the judges.

CTA did not verify the accuracy of any submission or of any claims made and did not test the item to which the award was given.

As of December 2021, PureRide has been installed in all types of buildings, including multifamily housing, office and retail spaces and several additional installations are planned, including hospitality and other applications in 2022. In all applications, the products provide a user-friendly approach to improving passenger experience and heightening feelings of safety. **Each application can also see unique benefits for its occupants:**

Multifamily housing – Busy residents can solve day-to-day challenges with the Touch Free Smartphone Elevator Call System. The application allows commutes to be more precisely timed to avoid full elevator cars. If a rider's hands are full with groceries or managing kids, they can summon an elevator before they load up and walk out the door or in from parking their car.

Retail – Retail spaces were hit hard by the pandemic when many people only left home for essentials. Bringing consumers back to malls, shopping centers and other commercial buildings safely is a top priority for owners of retail spaces. With PureRide products, customers will have reduced exposure to high-touch surfaces, which consumers will appreciate as they return to pre-pandemic routines.

Office – As employees return to the office, it has been important to ensure a higher level of safety and comfort. Building managers are looking for solutions like PureRide to encourage the in person collaboration that being back in the office provides. These solutions are increasingly part of lease negotiations in today's environment.

PureRide touchless sensor can be added to a conventional hall pushbutton faceplate, allowing for a seamlessly integrated solution

Hospitality – When traveling, hotel guests are in unfamiliar territory and surrounded by strangers, which can be anxiety-inducing in today's times. The PureRide suite helps bring peace of mind to travelers by reducing the unknowns. The Touchless Control System means there's no need to touch common surfaces and working with hotel operators to integrate smartphone application into their guest experience provides more comfort and efficiency.

PureRide technologies were created by American engineers based in Cypress, California and Cambridge, Massachusetts. As the pandemic hit the West Coast and then spread to all corners of the country, Mitsubishi Electric was motivated to find a way to meet demands from building owners and help bring back a sense of community — and to do so safely.

