



## AI can even help choose a present mom will love.

It's mom's birthday today.  
And Anna's got a little surprise for her.  
In fact, AI helped Anna choose it!

Maisart's knowledge-processing system understands people better by collecting information on common sense, experiences, hobbies and preferences one has. Since Maisart knows what mom likes, it helped Anna solve an adorable problem, "What can I get mom that will make her happy?"

New dramas created by machines understanding people.  
Who knows, it may even happen to you someday soon?

The brand name Maisart originates from abbreviating "Mitsubishi Electric's AI creates State-of-the-ART in technology," and expresses our aspirations to make everything smart using original AI technologies.

### Maisart Applications

#### Recognition / Identification



Capable of highly precise recognition/identification of specific persons, objects, or locations using data input.

#### Cause Determination



Abnormalities in large-scale facilities determined quickly and accurately.

#### Problem Detection



Signs of abnormalities detected from data collected during normal operation, helping to prevent problems before they happen.

#### Optimal Control



Optimal control methods that facilitate more efficient operations are formulated using operational data collected.

#### Automation



Processing using various sensors enables automated operation with high levels of recognition, identification, and matching beyond the capacity of humans.