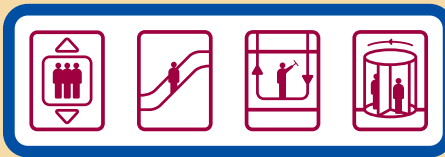


MITSU NEWS



#04

As the managing director of Mitsulift and Equipment, Syria, it is my extreme pleasure to put a few words about our company in the newsletter.

Since the year 2000, people in Syria started experiencing the reliability of the most advanced technology with solutions that fit each unique need provided by the best quality in motion elevator company, Mitsubishi elevators and escalators.

Aiming to build good reputation and a solid service company allowed us to grow and gain constantly big share of the elevator and escalator market. The company was bold in executing challenging projects. Souk Al-Hamadia was to all consultants and contractors the millstone where Mitsulift and Equipment Syria overcame the rumors about the quality of Mitsubishi products. Souk Al-Hamadia is the busiest area in Damascus and the hardest for maintenance where two fully outdoor escalators, the first in Syria, have been installed. With such a challenge we are trying to be the leader in our field.

Sami Attar

Our recent projects include:

Lebanon

- Verdun Twins - 4 elevators*
- Aquamarina - 2 elevators*
- Monoprix Baabda - 6 escalators*
- Marina Bay - 5 elevators*
- Aishti Seaside - 3 escalators*
- Aidi Tower - 4 elevators*
- Manara 587 - 4 elevators*
- Saradar Bank HQ - 4 elevators, 1 revolving door*

Greece

- Metochiko Temeio Stratou - 4 elevators, 26 escalators*
- S&B Industrial Minerals SA - 7 elevators*

Cyprus

- Era House - 2 elevators*
- Socrates Elli Chasicou Developments Ltd. - 5 elevators*

Syria

- Afamia hotel - 13 elevators*
- Rimaya Club - 1 elevator*



Afamia hotel - Syria



ABC Achrafieh - Lebanon



PriceWaterhouseCoopers - Cyprus



Metochiko Temeio Stratou - Greece



Mel Eye: elevator monitoring and control system

In recent years, the need for a monitoring system utilizing network technology has increased. In large-scale international airports, for example, interfacing with the building and facility management control system has proved an essential oracle. In order to meet this requirement, Mitsubishi Electric Corporation has developed a sophisticated monitoring system – Mel Eye which utilizes Web-based technology.



Elevator controller

RS-422



Escalator controller

RS-422

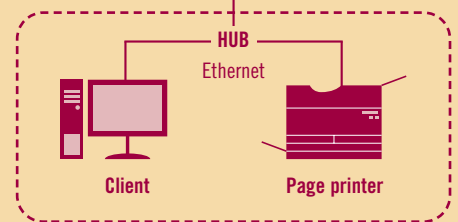
INTERFACE BOX

Ethernet



Server (main controller)

Ethernet



Mel Eye closely observes the operational status of elevators and escalators that handle continually changing passenger traffic. This allows Building Managers to rapidly respond to changing traffic patterns, thus optimizing the performance of elevators and escalators and maximizing the added value of the whole building. The application of the latest network technology has also greatly increased the number of controllable elevators and escalators, which minimizes the cost spent on facilities such as supervisory rooms and monitors. Mel Eye is our solution to futuristic building traffic monitoring systems.

• Network technology with high flexibility

- Application of Web server and Web browser:

Because the system configuration is hosted on a Web sever, multiple PCs can be installed and the elevators and escalators can be monitored at any location desired within the network provided. The use of a Web browser interface allows a high degree of operating flexibility.

- Application of Ethernet

An Ethernet broadband, high-speed network connects the server to the elevators and escalators. Connecting to the security controlled special network enables monitoring from anywhere in the building.

• User-friendly screen

- Versatile monitoring screens

The system displays the operation mode of each elevator or escalator, or the operational status of each group, on user-friendly screens.

- Easy selection of screens

Straightforward mouse operation enables the speedy selection of the required information.

- Reliable indications and alarm for safety

To ensure passenger safety, indications to warn of all failures of elevators and escalators are provided. An optional alarm, which will go off for specific events such as group or individual car control failure can be added if required, to supplement the warning indications.

• Available optional features

- Remote control

Any PC connected to the Mel Eye system can control the special and emergency operations of the elevators from any location. For example, Floor lockout, VIP operation, Operation by emergency power source, or Fire emergency return can be controlled.

- Scheduling of operations

All buildings have a flow of people moving to specific floors at specific time periods. Special operations such as Intense up peak or lunch time service can be preset to meet the demand inside the building.

- Statistical information

The past fault logs of the elevators and escalators and the operation logs of PC are recorded. In addition, the traffic analysis function counts the calls of the elevators and measures the users waiting time to provide statistics. These functions enable the Building Manager to analyze the traffic flow, and helps optimize the efficiency of the elevator and escalator operation.

- Play back information

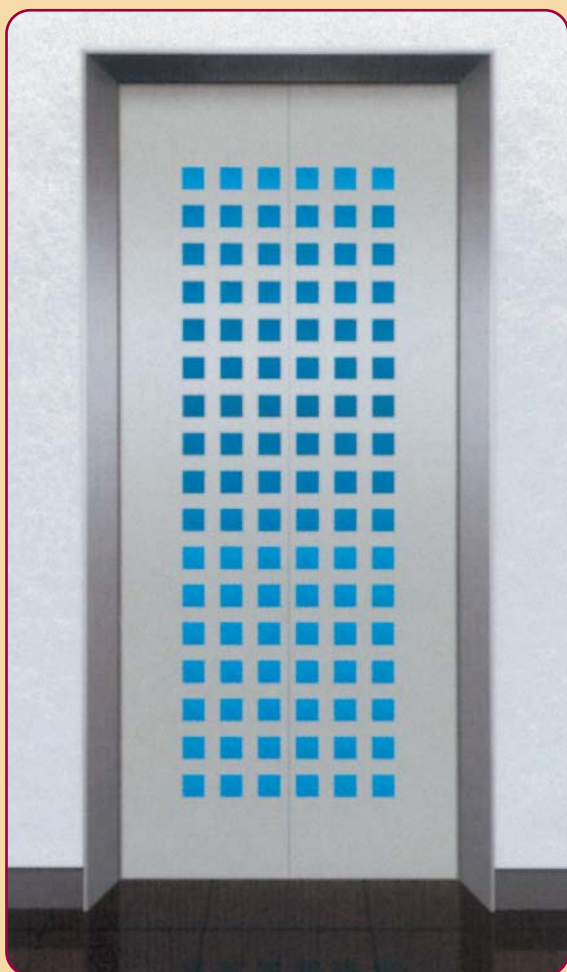
The movement of any elevator at any selected time within the past one month can be replayed.

- Locations of elevators and escalators

The locations within the building of the grouped elevators and escalators are displayed and any fault is highlighted in order to facilitate timely response under emergency conditions or for troubleshooting.



Mel Art-II: an evolving art on a canvas of steel



Advanced technology turns even steel into an artist's canvas. Mel Art-II brings even finer image quality and lightfast characteristics to Mel Art, Mitsubishi's original paint technology that applies computer graphics to elevator halls and car panels. With this new painting technology (patent pending), simple geometric patterns can be applied to steel elevator hall doors, transom panels, car doors and walls.

- **Mel Art-II Features:**

- **High-image quality and high definition:** Turn the elevator into part of the building's interior design. The 720dpi resolution, six ink colors and final clear-lacquer coating deliver high-quality image and finish that were inconceivable with conventional steel-plate painting.
- **Improved lightfast characteristics:** The use of ink-jet printing inks with improved lightfast characteristics and a special clear lacquer for the final coat delivers lightfast characteristics similar to general acrylic and urethane coating.
- **Wide choice of patterns:** Order one of Mitsubishi's wide range of original standard patterns by simply selecting the appropriate number from the MEL ART-II pattern book. Customized patterns are also available (option, at additional cost).

- **Selecting the pattern:**

- **Choose a pattern number from the MEL ART-II pattern book:**
There are two finish types, 60% gloss and full gloss.
- **Ordering customized patterns:**
Follow the steps below to select a pattern:
 - Choose a color from the following samples:
(although we will endeavor to match colors closely, there may be slight differences between samples and the actual applied colors):
 - Color samples from the Japan Paint Manufacturers Association
 - Color samples from the Japan Elevator Association
 - When selecting data or photographs for a pattern, please observe the following conditions:
 - TIFF: non compressed, CMYK, 360dpi or higher resolution for full-scale image.
 - Illustrator: Version 10.0 or higher, all characters already outline.
 - Photographs: 127 mm or larger positive film or slides.
If the photo is small or the image out of focus, blurring may become more apparent when the image is enlarged for use in MEL ART-II.
- **If none of the sample patterns are suitable, Mitsubishi can design a customized pattern at additional cost:**
Customized patterns will require additional time for delivery.

BOON EDAM *now Royal Boon Edam by decree of the Queen*

As of today, Boon Edam Group Holding BV has been granted the right to use the name Royal Boon Edam. Mayor Van Beek of the municipality of Edam-Volendam, where the company's main offices are located, handed over the official decree on Friday the 9th of January 2004 to Erik Huber, the owner of Boon Edam.

Her Majesty Queen Beatrix granted Boon Edam this honour in recognition of two excep-

tional events in the company's recent history. Last year marked the company's 130th anniversary and the 100th year of revolving door production. This award crowns an anniversary year that was celebrated in appropriate style.

Boon Edam is a Dutch family business that started out as a carpentry shop in Amsterdam in 1873. The move to Edam took place in

1970. Today, 100 years after the first wooden Tourniket revolving door was produced, the company is the acknowledged world market leader for revolving doors. Boon Edam employs more than 600 people worldwide and has an extensive network of subsidiaries and distributors at its disposition. There are production sites in the Netherlands (Edam), China and the United States of America.

Mitsulift at the Order of Engineers

This year's Lebanese Order of Engineers congress was held from the 1st to the 5th of December 2003.

Four Mitsulift engineers were invited to give a presentation on "Advanced Technologies Applied to Elevators": VVVF, permanent magnet, Machine room-less concept, active rollers, active dampers, LCD panel, and Artificial Intelligence.



We were part of it. On October 19th 2003, 28 runners from Mitsulift staff participated in the 1st Beirut International Marathon. Even though we were breathless, we are looking forward to Sunday October 24th 2004.



Annual Dinner

Mitsulift celebrated its annual dinner on the 5th of December. The event was highlighted by the attendance of Mr Ryuji Kato, President of Mitsubishi Elevator Asia Co. Ltd, who presented to Mitsulift staff the factory organization and its plan to increase production. Mr Raja Haddad, Management Consultant, explained to the audience how to move from a good to a great company. Mr Karim Abillama, Managing Director, presented 2003 achievements and 2004 objectives.



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