

Munich, Germany, June 20, 2012

Werner von Siemens app wins coveted Cannes Lion

The app of Werner von Siemens' *Recollections* has been honored with a Lion in the Mobile / Best Visual Design and Aesthetic category at the Cannes Lions International Festival of Creativity. Comparable to Oscars in the film industry, Lions are the most prestigious international awards in the advertising and creative world.

In 2011, to mark the 195th birthday of Werner von Siemens, the Siemens Historical Institute (SHI) published the autobiography of Siemens' founder for the first time as an iPad app in order to interest new target groups worldwide in the life and work of the pioneering electrical engineer. *Recollections* explains how and why Werner von Siemens is still a role model today. In eight stories entitled Youth and Study, The First Telegraph Lines, The Russian Undertaking, Submarine Cables and Adventures, Public Activities, Work in the Caucasus, Inventions, and Present and Future, the app brings history alive in only a few minutes.

"We're very pleased that – together with Conrad Caine – we've succeeded in creating an electronic narrative that both fascinates users and has impressed the jury in Cannes," said Dr. Christoph Wegener, Head of the Siemens Historical Institute. "We wanted our app to tell the story of Werner von Siemens' life in a new way that would appeal to young people, especially, all around the world and excite them about our history and our company." At the beginning of 2012, the Siemens app was honored with the Mobile FWA Award, a highly regarded distinction in the online world. Downloaded several thousand times in the first few weeks, *Recollections* is already one of the top ten educational iPad apps.

The award-winning app is available in the Apple Store and at www.siemens.com/lebenserinnerungen, where the individual stories can also be viewed online.

Siemens AG (Berlin and Munich) is a global powerhouse in electronics and electrical engineering, operating in the fields of industry, energy and healthcare as well as providing infrastructure solutions, primarily for cities and metropolitan areas. For over 160 years, Siemens has stood for technological excellence, innovation, quality, reliability and internationality. The company is the world's largest provider of environmental technologies. Around 40 percent of its total

1 / 2

revenue stems from green products and solutions. In fiscal 2011, which ended on September 30, 2011, revenue from continuing operations totaled €73.5 billion and income from continuing operations €7.0 billion. At the end of September 2011, Siemens had around 360,000 employees worldwide on the basis of continuing operations. Further information is available on the Internet at: www.siemens.com.