

Hanover, April 25, 2016

Hannover Messe 2016, Hall 9, Booth D35

Siemens at Hannover Messe 2016

- **Largest individual booth with centralized presence in Hall 9**
- **“Ingenuity for life – Driving the Digital Enterprise“ is the motto for this year's booth**
- **Further fair presences and involvement in partner booths**

In 2016, Siemens once again occupies the largest individual booth at Hannover Messe with its presence in Hall 9, while also flying the flag in a number of other halls. From April 25 to 29, the main booth, which covers an area of 3,500 square meters, provides an overview of the company's comprehensive portfolio under the motto "Ingenuity for life – Driving the Digital Enterprise". The booth displays solutions and products in the fields of electrification, automation and digitalization. The company is showcasing numerous innovations in power distribution, automation and drive technology as well as industry software to fair visitors.

At Hannover Messe, Siemens is using concrete examples from daily practice to illustrate how companies can benefit from the fusion of the real world with the virtual world. In "Highlight Cubes", the company's key exhibits on the subjects of Energy for Industry, Additive Manufacturing, Automotive and Fiber Industry, Siemens is staging hands-on demonstrations illustrating a range of selected topics. In its Sports Zone, Siemens is presenting the close relationship it has maintained for many years with the USA, the fair's partner country. Examples of products from American manufacturers from the sport and leisure industry clearly show the impact of automation and digitalization on the development and production of sportswear and equipment.

Siemens booth in Hall 9 – facts and figures

- Main booth covering 3,500 square meters
- Four 8-by-8-by-8-meter “Highlight Cubes” as key exhibits
- Over 100 exhibits in 20 topic courts with nine key products
- 1,400 items of furniture
- Logistics and transportation for 500 metric tons of material
- Around 30 kilometers of power cables laid
- 130,000 screws and bolts and 250 metric tons of wood used in construction
- Booth-wide PC network with 350 Wi-Fi points
- 2.8-megawatt (MW) power supply
- Around 30 videos totaling 4 TB of data
- Approximately 16,000 snacks and sandwiches, 29,000 cups of coffee and tea plus 14,500 liters of soft drinks will be provided for visitors and staff on the booth during the five days of the fair

Siemens PLM Software in Hall 6

In Hall 6, Booth K18, Siemens PLM Software demonstrates how companies are turning digitalization to their advantage and addressing the rapid changes taking place in the manufacturing industry. Together with partners and subsidiaries such as CD-adapco, Polarion, IBS and Camstar, Siemens PLM Software is presenting its extensive software portfolio. The mechanical engineering Highlight Cube is showing specific solutions and real, practical examples of how companies can benefit from the fusion of the real and virtual worlds. The opportunities opened up by digitalization and the effectiveness of digital twins for innovative machine and component development play a decisive role here. Taking machines produced by the companies Kapp-Niles and Schunk as examples, the visitor learns how mechanical systems, electrical equipment and automation systems are developed, simulated and tested across the board using NX. Linking the real controllers to a digital twin enables realistic simulations of automation behavior and, consequently, entirely virtual commissioning. In addition to the Highlight Cube, Siemens PLM Software also has a broad portfolio of new products and solutions on display along with a number of exhibits and presentations.

Siemens @ Integrated Energy Plaza in Hall 27

At Booth L24 in Hall 27, visitors are able to explore the "Integrated Energy Plaza" to find out how the energy systems of the future will work and how the transformation from centralized to distributed power supply can be realized. The Integrated Energy Plaza is the centerpiece of the Energy fair at Hannover Messe. At this joint booth, Siemens is presenting its solutions for the energy systems of the future with the aid of an interactive landscape. Several exhibits show how power can be transported underground on high-performance routes using gas-insulated lines (GILs). Visitors will also learn, for example, how power can be transported from wind farms in the sea to destinations a long way inland with minimal transmission losses, how various distributed power generators can be integrated into the distribution network, as well as about the role energy storage units will play here.

Siemens at Tec2You in Hall 11

In the Tec2You pavilion P11/D, pupils are able to find a wealth of information on vocational training and dual study programs in the technology sector at the Siemens booth. In an area of around 100 square meters, Siemens is greeting its younger visitors under the motto "Ingenuity for life starts with you". Taking the brands Firewire and Black Diamond as examples, the company is showing how US sportswear manufacturers are digitalizing their business with Siemens software. Visitors are able to join in the action themselves thanks to facilities such as a virtual double surfboard simulator, with the booth also offering interactive elements as a reaction wall and a game of skill by the name of "North Face of the Eiger". Visitors are also able to solder an LED heart all by themselves at the soldering station. The "CEO4You" and "Leader4You" activities give invited partner schools the opportunity of speaking to a CEO or Siemens managers to ask about day-to-day work at the company. The team on the booth consists of trainees, students and mentors are on hand to give tips and advice on getting a foot onto the career ladder.

Siemens at Young Tech Enterprises in Hall 3

Deutsche Messe AG is providing its first exhibition zone exclusively for start-ups – the "Young Tech Enterprises" forum. Siemens is represented with the largest individual booth and is showing its successful collaboration with ten innovative companies over 113 square meters at Booth B30 in Hall 3. Siemens has been collaborating with start-ups for 20 years – they are a key indicator of technological

trends and of new business models. Looking at things from the other side, Siemens is also an interesting partner for start-ups. The company wants to make even better use of the positive aspects of young firms, and to this end, Siemens is striking out in a new direction with its Innovations AG concept in a determined push to develop its successful cooperation with start-ups.

Participation in partner booths:

- AS International Association: Hall 9, Booth D06
- PROFIBUS & PROFINET International: Hall 9, Booth D68
- Rittal partner booth: Hall 11, Booth C12
- Siemens Turbomachinery Equipment: Hall 27, Booth J50
- CFK Valley: Hall 6, Booth B46

You will find the **Siemens Press Lounge** in Hall 9, Booth D35 at the back of Siemens' main booth on the right. Staff from our press office is on hand from Monday to Friday to discuss the issues that are important to you.

For further information on Siemens at the Hannover Messe, please visit

www.siemens.com/press/hm16

Contact for Journalists

Ines Giovannini

Phone: +49 911 895-7946; E-Mail: ines.giovannini@siemens.com

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Siemens AG (Berlin and Munich) is a global technology powerhouse that has stood for engineering excellence, innovation, quality, reliability and internationality for more than 165 years. The company is active in more than 200 countries, focusing on the areas of electrification, automation and digitalization. One of the world's largest producers of energy-efficient, resource-saving technologies, Siemens is No. 1 in offshore wind turbine construction, a leading supplier of gas and steam turbines for power generation, a major provider of power transmission solutions and a pioneer in infrastructure solutions as well as automation, drive and software solutions for industry. The company is also a leading provider of medical imaging equipment – such as computed tomography and magnetic resonance imaging systems – and a leader in laboratory diagnostics as well as clinical IT. In fiscal 2015, which ended on September 30, 2015, Siemens generated revenue of €75.6 billion and net income of €7.4 billion. At the end of September 2015, the company had around 348,000 employees worldwide. Further information is available on the Internet at www.siemens.com.