

Hanover, April 23, 2018

**Hannover Messe 2018, Hall 9, Booth D35**

## Siemens at the Hannover Messe 2018

- **Siemens main presentation in Hall 9 occupies show's biggest single booth**
- **“Digital Enterprise – Implement now!” as this year's booth slogan**
- **Additional trade fair presentations and participation at partner booths**

Under this year's trade fair slogan “Digital Enterprise – Implement now!”, Siemens will be providing a comprehensive overview of its extensive portfolio from 23 – 27 April 2018 at its main booth in Hall 9. This year once again, the company will be taking up residence in Hannover Messe's single biggest booth covering an area of 4,200 square meters. Siemens will be demonstrating how companies of different sizes and sectors of industry can improve their competitive standing with individual digitalization solutions – as a result of greater flexibility, efficiency, quality and shorter times to market. The company will be underpinning its central message with an array of examples demonstrating how users and consumers can leverage the potential of Industrie 4.0 by implementing Digital Enterprise solutions. Siemens is also represented at booths in other halls around the showground.

The focus of this year's trade fair presentation will be on the industry-specific implementation of Digital Enterprise solutions over the entire life cycle. By using a series of Highlight Showcases featuring the aerospace, automotive, food & beverage, chemical, fiber and oil & gas industries, Siemens will be making selected topics easily accessible by providing a graphic and directly tangible experience for visitors.

Digitalization also plays an important role for this year's Hannover Messe partner country. Thanks to digitalization, Mexico has the potential to become the fifth most influential economy in the world and to establish itself as the manufacturing center for Latin America. Siemens has been represented in Mexico since 1894 and

supports the country's digital transformation with around 6,800 employees.

In the MindSphere Lounge, visitors will be given the chance to discover the cloud-based open IoT operating system from Siemens in a unique atmosphere, try out MindApps for themselves and enjoy in-depth discussions with Siemens experts about the development and use of applications. Siemens will also be introducing the new worldwide user organization "MindSphere World e.V.", which is designed to expand the eco system surrounding MindSphere on a global basis.

### **Facts and figures on the Siemens booth in Hall 9**

- Main booth covers an area of 4,200 square meters
- 13 highlight showcases form the central exhibits
- Integrated MindSphere Lounge in association with partners
- Over 300 guided booth tours with just under 5,000 participants
- Around 550 monitors and screens
- 300,000 screws used and 130 truckloads delivered
- Booth-wide PC network encompassing 500 WLAN points and 45 kilometers of network cables
- Around 17,000 snacks and sandwiches, 19,000 cups of tea and coffee and 15,000 liters of soft drinks are expected to be consumed by visitors and booth personnel over the five days of the show

### **Siemens PLM Software in Hall 6, Booth J30**

The Siemens PLM Software presentation this year will also feature the Digital Enterprise and the link between the real and virtual worlds as its focal themes. A central highlight at its booth will be the "Quality Test Machine", demonstrating how bottles are tested for a perfect seal. This is just one example of how the value chain can be digitally represented and of the broad application scope for PLM's portfolio in the machine building sector – from the concept through to servicing. Through the close interaction between hardware and software, the results of Simcenter test systems are captured, analyzed, optimized and further utilized within a closed development cycle. Visitors will be able to experience how the digital twin works to optimize product, production, and performance, and ultimately to improve the competitive standing of companies in the marketplace. The data from the Quality Test Machine is imported into a total of twelve dialog stations for the different

portfolio solutions, where it can be utilized in detailed applications for potential users and customers. Another central topic featured the booth is additive manufacturing – a field in which Siemens will be demonstrating a number of unique integrated solutions from the development stage through to 3D printing. This innovative manufacturing technology not only opens up totally new scope for the conception and manufacture of products but also forms the basis for exciting future business models which would be impossible to implement using conventional means. A particular highlight on show at the booth will feature a rear wing hydraulic system implemented by 3D printing with an ultra-lightweight titanium component for Bugatti's super sports car, the Chiron.

### **MindSphere Lounge**

The MindSphere Lounge, covering an area of 700 square meters at the Siemens booth in Hall 9, will feature the new MindSphere Version 3, an array of concrete use cases and references from Siemens and partners such as OEMS, as well as a presentation of the new worldwide user organization MindSphere World. Siemens will also be demonstrating how industrialized additive manufacturing is already possible today, and presenting Sidrive IQ, the new digital platform for the MindSphere-based evaluation of drive data. Also featured from the world of energy supply will be a number of integrated power supply solutions for industrial companies and infrastructure projects, with a particular focus on intelligent energy management with the aid of MindApps.

### **Siemens in Hall 7, A23 (formerly Agilion GmbH)**

Siemens acquired the company Agilion GmbH based in Chemnitz with effect from March 29, 2018. A leading supplier of industrial RTLS (Real-Time Locating Systems) with activities focused on production, logistics and maintenance, Agilion is regarded as a pioneer of RTLS in the ultra-wide frequency band spectrum (UWB). Agilion and Siemens will be showcasing their joint offering in Hall 7 and also at the main Siemens booth in Hall 9.

### **Presence at partner booths:**

- Integrated Energy Plaza, Hall 27, Booth H74
- Partner Country Platinum Sponsorship, Hall 27, Booth H30

The **Siemens Press Lounge** is located at the center of the main Siemens booth (Hall 9, Booth D35 on the right-hand side towards the back). There will be members of the Press Office team on hand there from Monday to Friday to answer any questions.

This background information and further material are available at [www.siemens.com/press/hm18](http://www.siemens.com/press/hm18) and [www.siemens.com/hannovermesse](http://www.siemens.com/hannovermesse)

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