

Hanover, April 13, 2015

## Siemens at the Hannover Messe 2015

- **Facts and figures on the largest individual booth at the Hannover Messe**
- **The banner for this year's booth: "On the Way to Industrie 4.0 – Driving the Digital Enterprise"**
- **Digital production technologies**

Under the banner "On the Way to Industrie 4.0 – Driving the Digital Enterprise", Siemens will be showcasing products and solutions from the group-wide growth areas of electrification, automation, and digitalization at Booth D35 in Hall 9 in an exhibition area of 3,500 square meters. The topics covered here range from renewable energy within the energy system to a variety of industrial solutions using Totally Integrated Automation (TIA), Integrated Drive Systems (IDS), industrial software, and plant data services. Also located within the booth is the "Digitalization Forum", where the company will be presenting concrete examples of digital technologies in application in the manufacturing and process industry, as well as machine building.

The Digitalization Forum's central element is a "Digitalization Globe". Practical examples from the fields of energy, manufacturing, the process industry, building technologies, services, smart data, and mobility provide an interactive experience of digitalization. Visitors to the booth can discover how combining real and virtual worlds already gives businesses a strong competitive edge in a wide range of industries, and how companies use today's technologies to prepare for the challenges of tomorrow. A particular highlight is an hourly show, featuring a real person and their virtual twin to visualize the benefits of digitalization.

Four exhibits in the Digitalization Forum also provide real-life examples of how digitalization brings greater flexibility, improves availability, significantly increases productivity and shortens time-to-market along the entire industrial value chain. One such example is the development and manufacture of the new Maserati Ghibli, where software solutions from Siemens play a significant role. The innovative multi-carrier system for packaging and filling lines developed in cooperation with Festo demonstrates how the use of industrial software and networking solutions can boost productivity and manufacturing flexibility, and shrink time-to-market. Thanks to the liquid circuit, which can be changed during operation, visitors can witness the digital integration of a new water column into an existing plant. The fourth showcase illustrates additive manufacturing along the entire value chain.

### **Siemens booth in Hall 9: facts and figures**

- Products and solutions from the group-wide growth areas of electrification, automation, and digitalization
- Focus on holistic solutions for digitalizing production
- Main booth and Digitalization Forum measuring some 3,500 square meters
- Digitalization globe with a diameter of 9 meters and a height of 4.5 meters as central exhibition highlight
- More than 100 exhibits in 20 themed areas
- Some 30 kilometers of power cables laid and approx. 85 metric tons of steel used to construct the booth
- PC network with 23 Wi-Fi points across the booth
- Around 30 videos with 4 terabytes of data
- Approx. 3,000 portions of currywurst, 25,000 cups of coffee and cappuccino, as well as 10,000 liters of soft drinks expected to be served to visitors and staff over five exhibition days

### **Other Siemens booths and participations in partners' booths:**

- Siemens PLM Software: Hall 7 / Booth E18
- IDS Truck: outside Hall 9
- Volvo eCar: South 1 entrance
- Profibus & Profinet International: Hall 9 / Booth D86
- Joint booth with OPC: Hall 9 / Booth A11
- AS-International Association: Hall 9 / Booth D06

- Partner booth with Rittal: Hall 11 / Booth C12
- Joint booth with MobiliTec: Hall 27 / Booth E74
- TectoYou: Pavilion 11 / Booth P11D

The **Siemens Press Lounge** is located in Hall 9, Booth 35D, at the back of the Siemens booth on the right. Siemens press officers will be available there from Monday to Friday.

For more information on Hannover Messe, please go to [www.siemens.com/press/hm2015](http://www.siemens.com/press/hm2015)

**Contact for journalists:**

Ines Giovannini

Tel.: +49 911 895-7935; e-mail: [ines.giovannini@siemens.com](mailto:ines.giovannini@siemens.com)

Follow us on **social media:**

**Twitter:** [www.twitter.com/siemens\\_press](http://www.twitter.com/siemens_press) and [www.twitter.com/SiemensIndustry](http://www.twitter.com/SiemensIndustry)

**Blog:** <https://blogs.siemens.com/mediaservice-industries-en>

**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 combined cycle 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 2014, which ended on September 30, 2014, Siemens generated revenue from continuing operations of €71.9 billion and net income of €5.5 billion. At the end of September 2014, the company had around 343,000 employees worldwide on a continuing basis. Further information is available on the Internet at [www.siemens.com](http://www.siemens.com).