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Threedy GmbH and Siemens cooperate on visual computing platform for immersive experiences

- **Unlocking digital model data along the product lifecycle for drive systems**
- **Accessing CAD data in web, Augmented Reality and Virtual Reality**
- **Combining IIoT with visual computing for design collaboration and troubleshooting**

Drive systems are core assets in industrial processes. Key aspects of the structural design and functionality are reflected in digital twins. Visualizing digital model data along the product lifecycle of a drive system is key in operational tasks from collaboration in design to remote service or troubleshooting. Moreover, the introduction of augmented reality and virtual reality in the industrial domain yields the potential to become a productivity driver for the human interaction with data.

The cooperation of Threedy and Siemens enriches Sidrive IQ - the digital platform for drive system & solutions of Siemens - with the decades of know-how converged in Threedy's visual computing platform instant3Dhub. Integrating a range of functionalities into one seamless solution, Sidrive IQ will combine IIoT and 3D data resulting in digital content that empowers customers to understand drive systems better and resolve faults more efficiently.

"We are progressively adding features to our digital platform Sidrive IQ – and with this also to our drive systems, solutions and services. Combining immersive experiences with IIoT-capabilities is a critical differentiator for the human-machine

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interaction because to a large extend it is people who eventually interact and act with AI-based insights and digital content in daily business operations. The cooperation with Threedy further completes the ambition to serve a holistic and user-centric experience," states Sebastian Winkler von Mohrenfels, Head of Digital Business of Large Drives Applications.
The integration of Threedy's visualization service will give users access to visual digital twin information that usually has been only a domain of the engineering department. It tackles the requirements of industries: custom yet dynamic 3D data composition, automated transcoding and scalable visualization while retaining the original meta data used along the life cycle from product design to operations and service support.

"3D and XR applications, especially collaborative ones, offer their maximum value when the 3D visualizations are integrated with live business data in a highly dynamic manner. The cooperation with Siemens, and particularly the integration of instant3Dhub into Sidrive IQ, offers exactly this, as part of a state-of-the-art IIoT solution", added by Christian Stein, CEO Threedy GmbH.

SIDRIVE IQ is a holistic IoT-solution and services for smart fleet management of drive systems & solutions. With SIDIRVE IQ reliability, performance and serviceability of drive systems are holistically manageable throughout the product lifecycle. This means, the drive system is not limited any more to its natural physical boundaries and linear purpose in the operations process. It is extended by automated capabilities of AI, digital content and enabled virtual collaboration - anytime, anywhere. This translates into leverage on operational risk exposure, asset life-time extension and eventually an impact on financial performance. For more information: https://www.siemens.com/sidrive-iq

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This press release and a press picture / press pictures/ further material is available at https://sie.ag/3vrglka

For further information please see https://sie.ag/3fusEHz

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Siemens Large Drives Applications (LDA) engineers and produces heavy-duty electrical drive systems for medium and high voltage ranges: electrical motors, converters and generators. LDA belongs to Siemens' Portfolio Companies; these units are agile and flexible, decentralized and with fast decision-making and reaction times. This enables them to be more competitive in their respective markets with more focus on their customers in different industries (oil and gas, marine, mining, cement, water, or power generation and storage).

Siemens AG (Berlin and Munich) is a technology company focused on industry, infrastructure, transport, and healthcare. From more resource-efficient factories, resilient supply chains, and smarter buildings and grids, to cleaner and more comfortable transportation as well as advanced healthcare, the company creates technology with purpose adding real value for customers. By combining the real and the digital worlds, Siemens empowers its customers to transform their industries and markets, to transform the everyday for billions of people. Siemens also owns a majority stake in the publicly listed company Siemens Healthineers, a globally leading medical technology provider shaping the future of healthcare. In addition, Siemens holds a minority stake in Siemens Energy, a global leader in the transmission and generation of electrical power. In fiscal 2020, which ended on September 30, 2020, the Siemens Group generated revenue of €55.3 billion and net income of €4.2 billion. As of September 30, 2020,

the company had around 293,000 employees worldwide. Further information is available on the Internet at www.siemens.com.

Threedy GmbH, a Fraunhofer spin-off, specializes in the area of visual computing and bringing industrial 3D data into immersive experiences.
Building on 25 years of research at Fraunhofer IGD - a research powerhouse in Germany – Threedy's instant3Dhub visual computing platform facilitates flexibility to easily access and interact with industrial 3D data on any device instantly.
In SIDRIVE IQ, this will become a key pillar for immersive user experience from product design collaboration to service support.