

FACT SHEET

The Impact

Experience Center for Digital Transformation

On July 17, 2023, Siemens opened the expanded Digital Experience Center at its F80 site in Erlangen under the name “The Impact.” Here, in an area of approximately 3,000 square meters, Siemens has joined forces with various partners to present a large Digital Industries showcase using a number of interactive examples. The Experience Center offers visitors the unique opportunity to explore a wide range of solutions that combine the digital and real worlds and to immerse themselves in the Digital Enterprise.

The Impact integrates all future technologies of digital industry, including power electronics, sustainability, the industrial metaverse, and additive manufacturing. The focus is on the Digital Enterprise. The goal is to make it tangible by placing the entire digital company at the heart of the exhibition. The emphasis is on allowing visitors to experience practical manufacturing solutions and applications live on-site, including how individual process steps interact with real interfaces. Through a variety of examples, visitors will be able to see how a digital twin is used to create and manufacture a product. This includes both development in the digital world and the manufacturing process in the real world. Another special feature is the integration of live data from the electronics factory in Erlangen. In the Industrial Metaverse area, visitors can catch a glimpse of the future. Initial productive use cases illustrate how digital twins and AI technology are taking automation and industrial production to an entirely new level – for a sustainable future.

To learn more about The Impact, please visit:

www.siemens.com/theimpact