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Siemens shows path to industrial metaverse at Web Summit 2022

- **Siemens presents an industrial metaverse experience of the underwater farming project “Nemo’s Garden”**
- **Keynotes, panel discussions, master classes, and developer lounge talks for tech community**
- **Siemens showcases open digital business platform Siemens Xcelerator portfolio and use cases**

At this year’s Web Summit in Lisbon, Portugal, Siemens is showcasing the Siemens Xcelerator portfolio and references illustrating practical applications of its open, digital business platform. The company will outline the path towards the industrial metaverse. Chief People and Sustainability Officer and Siemens Board Member Judith Wiese, as well as Chief Strategy and Technology Officer Peter Körte will both attend in person during the world’s largest tech conference (by attendance number).

“Siemens Xcelerator is an open digital business platform for customers, partners, and developers. This is where real-world problems can quickly be solved through cooperation, collaboration, and co-creation – and where new ideas and business models happen,” explains Peter Körte, Chief Technology Officer and Chief Strategy Officer of Siemens AG. To demonstrate the power of the Siemens Xcelerator ecosystem and demonstrate important building blocks of the emerging industrial metaverse, Siemens is providing visitors of the Web Summit an immersive, digital experience of the Nemo’s Garden project for the first time. This pioneering project for sustainable underwater farming demonstrates how the interoperability of technologies and the collaboration of partners can multiply impact.

Siemens wants to attract new talents in all business areas. “At Siemens, people can have an impact working on technologies that really make a difference and transform the everyday. In a truly inclusive, diverse environment we are empowering our

people by giving them the freedom and flexibility to be creative”, commented Judith Wiese, Chief People and Sustainability Officer of Siemens AG. “We are looking for talents who are eager to constantly learn, grow and expand their skillset. Web Summit is a place where likeminded people come together”, she added.

Siemens offers a superior variety of global career journeys in businesses, countries and job families. For developers the goal is to empower them, by giving them technologies already to hand and co-create together with them to accelerate the transformation of businesses and economies.

Industrial metaverse experience of underwater farming project

The metaverse experience that Siemens is showcasing at Web Summit builds on the company’s leading digital twin technology. Siemens’ physics-based, real-time and photorealistic digital twins embedded in the industrial metaverse offer enormous potential to transform today’s economies and industries. By offering a completely digital model of the underwater farm, this technology enables the Nemo's Garden team to develop, adapt, and control its underwater biospheres at scale. The photorealistic metaverse experience at Web Summit is implemented with Unity, a cross-platform game engine.

At the Siemens booth, visitors can literally dive into a virtual underwater farming with an augmented reality (AR) simulation and a virtual reality (VR) experience. The combination of multi-physics simulation, real time experience and photorealism is easy to understand and showcases sustainability best practice. The exhibit creates a photorealistic underwater world where people can virtually dive into. With VR glasses on, visitors experience underwater farming with four senses: They can see and smell the vegetables and fruits, they can hear the sound of the underwater environment, and they can even feel the vegetables and fruits through full-feedback gloves. Visitors not wearing VR glasses can follow the action on a big screen and influence what is seen in the metaverse.

The combination of multi-physics simulation, real time experience, and photorealism is easy to understand and enables best practice in sustainability. The simulation

also creates an AR mock-up of Nemo's Garden that mimics a digital twin to demonstrate Siemens technology in action.

Siemens Xcelerator in focus at this year's Web Summit

The promise of Siemens Xcelerator is to make digital transformation easier, faster, and more scalable by ensuring that technologies are open and interoperable. The platform's ecosystem and marketplace bring together best-in-class players, whether big or small. The shared vision is to reduce complexity of the digital transformation and accelerate its positive impact.

Siemens' booth at Web Summit is designed to appeal to a broad range of Web Summit attendees, including customers and representatives of startups and big tech. Siemens Xcelerator is particularly attractive to startups because its pay-as-you-go model does not require substantial upfront investment to reap benefits.

This press release is available at <https://sie.ag/WebSummit22e>

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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, helping them 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 2021, which ended on September 30, 2021, the Siemens Group generated revenue of €62.3 billion and net income of €6.7 billion. As of September 30, 2021, the company had around 303,000 employees worldwide. Further information is available on the Internet at www.siemens.com.