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Werner von Siemens' memoirs now as an iPad app

To mark the 195th birthday of Werner von Siemens, the Siemens Historical Institute (SHI) is now offering his autobiography in German and English as a so-called iPad app. Eight short stories recreate the adventures of Werner von Siemens, for example in Egypt or the Red Sea, where he was shipwrecked. The individual episodes focus on the inventions and entrepreneurial achievements as well as the exciting life of the electricity pioneer. These entertainingly written memoirs can now be read free of charge on an iPad or at www.siemens.com/recollections.

Werner von Siemens' inventions changed the world and laid the foundation for many innovations. His enormous knowledge and commitment as an entrepreneur made him one of the most successful electricity pioneers of his day. The extracts from his autobiography reveal how it was precisely his service in the Prussian artillery that set him on this path and how he assumed responsibility even as a shipwreck victim. Right from the beginning, Werner von Siemens and his brothers William and Carl thought in international categories. They spanned a sales network across Europe – from Ireland to Russia. Their eventful progress across the continent still makes exciting reading today.

Werner von Siemens made high demands of himself and his actions were based on fixed values and principles. The company is still committed to these today. In a total of eight episodes, the memoirs show how and why the company's founder is still an example to be followed. The videos describe his youth and studies, the first telegraph lines, the Russian enterprises, submarine cables and adventures on the high seas, his public activities, the work in the Caucasus, his inventions and finally his importance for the company today. History is thus brought to life in a series of stories told within the space of minutes.

Siemens AG (Berlin and Munich) is a global powerhouse in electronics and electrical engineering, operating in the fields of industry, energy and healthcare as well as providing infrastructure solutions, primarily for cities and metropolitan areas. For over 160 years, Siemens has stood for technological excellence, innovation, quality, reliability and internationality. The company is the world's largest provider of environmental technologies. Around 40 percent of its total revenue

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stems from green products and solutions. In fiscal 2011, which ended on September 30, 2011, revenue from continuing operations totaled €73.5 billion and income from continuing operations €7.0 billion. At the end of September 2011, Siemens had around 360,000 employees worldwide on the basis of continuing operations. Further information is available on the Internet at: www.siemens.com.