

## > Siemens challenges engineers to turn dream designs into 3D reality

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Siemens Australia is looking to reward up and coming engineers by transforming their big ideas into reality.

A highlight of the upcoming Engineers Australia Convention 2014, the Siemens 3D Challenge will see the winning entry walk away with a new 3DSystems Cube X 3D printer valued at \$3700.

In addition, the winning entries from both the individual and teams entries will be professionally printed on an SLS 3D production printer and take pride of place on the Siemens stand at the convention.



“This contest recognises the importance of 3D printing to the digitalisation of the product development process as the world enters the fourth industrial revolution (Industry 4.0),” said Siemens Australia CEO Jeff Connolly.

“Industry 4.0 will mark the move to a cyber-physical interface, where we will see the merging of the virtual and physical worlds, where products will communicate with production lines, where production processes will be self optimising, and where we will see personalised mass production.

“Siemens is delighted to support this challenge and reward the next big idea,” he said.

Siemens PLM software is the cornerstone of numerous cutting edge digital design projects ranging from NASA’s Curiosity Rover on Mars to the latest Red Bull Racing Formula One car.

Engineers Australia CEO Stephen Durkin said the Siemens 3D Challenge added a unique element to the convention.

“Engineering has such a huge impact on society and the possibilities of 3D printing and additive manufacturing make this challenge one of the highlights of what is shaping up as the biggest engineering event in the southern hemisphere,” said Durkin.

The competition is open to individuals or teams to come up with a design in one of four categories:

1. Sustainable energy: demonstrating energy processes and practices that conserve resources, don’t pollute and are economically sensible.
2. Future of manufacturing: designing and producing products with higher standards, fewer resources and adaptable methods.
3. Intelligent infrastructure: future-proofing power distribution, grid security, mobility solutions and building technologies; and
4. Digitalisation: merging the physical and virtual worlds to touch every aspect of our daily lives.

Designs will be judged by a panel of experts based on creativity, originality and functionality.

The competition closes on November 14. Entries can be made online at [3dchallenge.siemens.com.au](http://3dchallenge.siemens.com.au)

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