Innovative exhibition gives a glimpse into the future of underground rail travel

- **Going Underground: Our journey to the future** open to the public from 8\textsuperscript{th} October 2013
- Full size mock-up of Siemens Inspiro concept metro train arrives at The Crystal

Commuters will soon have a glimpse of what the future of underground rail travel could hold – thanks to a new and exciting exhibition that opens its doors on 8\textsuperscript{th} October 2013 in London.


At the heart of the exhibition will be a full-size mock up of a brand new concept metro train – the Siemens Inspiro – which has been designed to set new standards in its class and address the diverse demands of public transportation needs within cities. The Inspiro is 30\% more energy efficient and 20\% lighter than similar modern metro trains, with a light and open, fully air-conditioned interior.
In addition to the Siemens Inspiro, the mix of interactive exhibits on display - housed in a temporary ‘station’ building - will focus on technologies to help travellers find their way more easily, electronic ticketing developments, passenger information systems and station management solutions. Visitors can download a specially designed ‘app’ to their smartphone (either via a dedicated link: http://media4rail.GoingUndergroundGuide.com or by using a QR code) to help guide them round the exhibition and provide additional detail, whilst the latest technologies provide a hint of what information and advertising solutions could look like in the metro of the future.

Going Underground is free to enter and will be open for a three month period. It will be located on the site of The Crystal in Royal Victoria Docks, the world’s largest exhibition of solutions dedicated to sustainable cities.

Steve Scrimshaw, Managing Director of Siemens Rail Systems UK, said: “London, in common with many large cities around the world, faces significant transport challenges as a result of ongoing population growth and increased capacity demands.

“Our exhibition highlights some of the innovations that can be considered by cities to help their metro systems tackle these issues and help passengers benefit from an improved travel experience. We wanted people to have a really personal experience, sitting in the seats of a brand new, futuristic train and interacting with the exhibits on display in a way that not only informs but excites at the same time.”

Jason Cotterrell, Managing Director of CBS Outdoor UK added: “London Underground’s rich advertising history stretches as far back as the Tube itself. And just as the locomotive has evolved, so we have made great strides in meaningfully engaging and interacting with commuters. This exhibition will demonstrate how
advertisers are breaking new boundaries every day to capture commuters’ imaginations during an average of three minutes of downtime as they wait for the train. It is a fantastic opportunity to catch a glimpse of what treats we have in store for our urban audience in the future.”

Sam Mullins, Director of London Transport Museum said: “Over this last year the London Transport Museum, with Siemens and CBSO, have been exploring the fascinating history of underground train travel, which began 150 years ago in London.

“Underground railways are now a feature of many of the world’s major cities, a number of which are now looking to the next generation of underground travel and how the type of technology showcased at Going Underground can play a part in the creation of the metros of the future.”

More information about the Going Underground exhibition is available at: www.siemens.com/tube150

A press kit and press pictures may be downloaded at: www.siemens.com/press/goingunderground

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Siemens plc
Siemens was established in the United Kingdom 170 years ago and now employs around 13,520 people in the UK. Last year’s revenues were £3.2 billion*. As a leading global engineering and technology services company, Siemens provides innovative solutions to help tackle the world’s major challenges, across the key sectors of energy, industry, infrastructure & cities and healthcare. Siemens has offices and factories throughout the UK, with its headquarters in Frimley, Surrey. The company’s global headquarters is in Munich, Germany. For more information, visit www.siemens.co.uk  * Data includes intercompany revenue. Data may not be comparable with revenue reported in annual or interim reports.

Siemens Rail Systems
As part of the Siemens Infrastructure & Cities Sector, Siemens Rail Systems Division provides expertise and technology in the full range of rail vehicles – from heavy rail to metros to trams and light-rail vehicles. In the UK, the Division employs around 700 people and maintains over 350 Siemens passenger trains for First TransPennine Express, South West Trains, Heathrow Express, Greater Anglia Franchise (Abellio), Northern Rail, London Midland and ScotRail. www.siemens.co.uk/rail

CBS Outdoor
CBS Outdoor is a leading global outdoor advertising company which operates in 15 markets. Its core business is delivering valuable audiences for advertisers through transport and billboard advertising as well as street furniture and retail advertising formats in some markets. CBS Outdoor is also one of the leaders in digital outdoor advertising. With operations in Europe and China and partnerships throughout Asia and the US, its advertising reaches 73% of the world’s population accounting for 91% of the worlds’ GDP. CBS Outdoor combines this unrivalled reach with deep audience insight and innovations in Outdoor advertising.

London Transport Museum
Situated in the heart of Covent Garden and filled with stunning exhibits, London Transport Museum brings the story of London’s transport into the 21st century. Lively exhibitions explore the powerful link between transport and the growth of modern London, culture and society from 1800. The Museum is open seven days a week; go to ltmuseum.co.uk to find out more.