

### Industry Sector

Erlangen, 16 March 2010

#### **Hannover Fair 2010:**

**Siemens Industry focuses on sustainability with software and system solutions for energy efficiency**

**At this year's Hanover Fair, Siemens is setting out to answer some of industry's most pressing questions with an integral array of automation solutions for industrial processes: "The combination of industrial software with automation technology provides the key to a considerably shorter time-to-market of new products and a clearly faster Return on Invest", explained Anton Huber, CEO of the Industry Automation Division, at Tuesday's press conference in the run-up to the Hanover Fair. Klaus Helmrich, CEO of the Drive Technologies Division, described "seamless drive trains for energy-efficient, reliable production" as a "main lever to achieving a sharper competitive edge", and Industry Solutions Division CEO Jens Wegmann emphasized how "solutions aimed at energy saving and protecting the environment offer sustainable economic benefits". Siemens succeeded in generating revenue of 35 billion euro with its industry business in fiscal 2009, and considers itself well positioned to further gain market share despite of difficult economic times.**

"We are the only supplier to offer seamless control over the entire drive train", explained Helmrich. "Our profound application expertise, our innovative products and our extensive service offering mean we are well placed to create sustainable value now and into the future". As the only supplier to cover the entire drive chain, Drive Technologies is world market leader in this field, as well as in individual segments such as CNC systems, gears for wind power plants and large drives.

"We generate the link between industrial software and automation engineering, providing seamless solutions across the whole of the product life cycle including the production process", said Huber. "For our customers, this ensures a fast return on investment, a sharper competitive edge and reduced time-to-market with new products. We envisage new opportunities for growth on the back

1 / 2

of these solutions. By acquiring UGS, Innotec and most recently the French firm Elan Software Systems SA, the company has strengthened its position in the field of industrial software.”

“Energy efficiency in industrial production cuts energy and manufacturing costs, and at the same time eases the burden on the environment”, explained Wegmann. Developing an energy optimization concept calls for identification of all points of energy consumption throughout the production process. This type of holistic approach takes account of both technical and economic aspects in order to arrive at fast payback times.

Siemens will be exhibiting at this year’s Hanover Fair in Halls 9 and 17 (Industrial Software). In Hall 9, Siemens will be highlighting different themes appertaining to this year’s Hanover Fair motto: “Efficiency – Innovation – Sustainability”. While innovative automation and drive solutions make a difference to improved energy efficiency, analytical tools, energy-saving products and concepts actively work to reduce energy consumption, costs and CO<sub>2</sub> emissions. On the subject of optimizing productivity, Siemens will be revealing ways of utilizing rationalization potential during the operating phase or also during the earlier plant design stage. Presenting selected industry-specific examples from the worlds of automotive engineering, food and beverage, pharmaceuticals, oil and gas as well as solar technology, Siemens will be highlighting potential for optimizing production plants. At the same time, the selected examples provide a clear demonstration of how a successful marriage can be created between economic efficiency, productivity and environmental responsibility.

The **Siemens Industry Sector** (Erlangen, Germany) is the world's leading supplier of production, transportation, building and lighting technologies. With integrated automation technologies as well as comprehensive industry-specific solutions, Siemens increases the productivity, efficiency and flexibility of its customers in the fields of industry and infrastructure. The Sector consists of six Divisions: Building Technologies, Drive Technologies, Industry Automation, Industry Solutions, Mobility and Osram. With around 207,000 (September 30th) employees worldwide, in fiscal year 2009, Siemens Industry posted revenues totaling EUR35 billion euro. <http://www.siemens.com/industry>

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