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adidas and Siemens set to collaborate in the digital production of sporting goods

adidas and Siemens today announced their intention to collaborate in the digital production of sporting goods. As part of a joint research and development program, the partners will be working to drive forward the digitalization of the adidas SPEEDFACTORY to ultimately develop capabilities for fast, transparent and individualized production.

The adidas SPEEDFACTORY heralds a new era in the manufacture of sporting goods. It opens doors for the creation of products which are more closely in touch with the consumer and are completely unique to their fit and functional needs. The manufacture of individual sporting goods calls for flexibility in production and rapid integration of new technologies. As the world market leader in digital factory automation and simulation solutions, Siemens is bringing invaluable expertise to the table. A “digital twin” of the SPEEDFACTORY will allow the entire production process to be simulated, tested and optimized up front. Merging the virtual and real worlds will help shorten the time to market, bring greater flexibility and provide improved manufacturing quality and efficiency.

“Everything we do is focused on our consumers. They demand the highest level of individuality and quality. With SPEEDFACTORY we can completely rethink conventional processes and live up to these high expectations,” explained Gerd Manz, Vice President Technology Innovation at adidas. “By digitalizing the value chain, we will be able to implement new technological innovations more quickly, make more efficient and transparent use of the resources available and so respond more flexibly to the individual needs of our consumers – to give them what they want when they want it.”

“The SPEEDFACTORIES run by adidas are a perfect illustration of where the production of the future is heading,” said Klaus Helmrich, Member of the Management Board of Siemens AG. “The social trend towards greater customization coupled with new technologies capable of actually fulfilling these expectations will permanently change many production processes.”

Digital Enterprise from Siemens is a portfolio of products and solutions for the discrete and process industries – and is aimed at companies of any size. The solutions on offer encompass the entire value chain from product design through production planning, production engineering and production itself through to services.

This press release is available at www.siemens.com/press/PR2017040273DFEN

For further information on Siemens at the Hannover Messe 2017, please see www.siemens.com/press/hm17 and www.siemens.com/hannovermesse

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Siemens AG (Berlin and Munich) is a global technology powerhouse that has stood for engineering excellence, innovation, quality, reliability and internationality for more than 165 years. The company is active in more than 200 countries, focusing on the areas of electrification, automation and digitalization. One of the world's largest producers of energy-efficient, resource-saving technologies, Siemens is a leading supplier of efficient power generation and power transmission solutions and a pioneer in infrastructure solutions as well as automation, drive and software solutions for industry. The company is also a leading provider of medical imaging equipment – such as computed tomography and magnetic resonance imaging systems – and a leader in laboratory diagnostics as well as clinical IT. In fiscal 2016, which ended on September 30, 2016, Siemens generated revenue of €79.6 billion and net income of €5.6 billion. At the end of September 2016, the company had around 351,000 employees worldwide. Further information is available on the Internet at www.siemens.com.