

Siemens exiderome Debuts in Chicago

BRINGING AUTOMATION, ENERGY EFFICIENCY
TO A CITY NEAR YOU



Experience the world of energy efficiency and automation at a whole new level. Following a successful excursion across Asia, Russia, Mexico and Canada, Siemens Energy & Automation brings the World of Automation—exiderome—traveling technology expo and learning laboratory to the United States.

The U.S. tour kicked off at Chicago's Navy Pier on July 22 and continues through Detroit, Boston (October 20–24), New York (November 1–7), Charlotte (December 8–12)—and, in 2009—Orlando, Los Angeles, Denver and Houston.

"At Siemens Energy & Automation, we sell productivity, and exiderome tells this story through multimedia shows, demos, training sessions and more," says Dennis Sadlowski, president and CEO of Siemens Energy & Automation. "With exiderome, we are showing our commitment to our customers by meeting in their backyard to discuss how our solutions drive productivity in their industries."

Spanning 10,000 square feet on two levels, the exiderome is a modular building composed of 55 containers, seven of which are devoted to showcasing 137,000 products in seven technology categories: commercial and industrial power infrastructure;

industrial controls; drives and motors; motion control; discrete automation—in two containers—and process automation.

Four atrium walls function as portable multi-media displays projecting a high-definition visual recording highlighting Siemens and its U.S. market. Exiderome also functions as a learning laboratory with training and educational events each day. Siemens executives and outside experts lead the learning events on current developments in security, energy and environment, innovation, productivity and other current business challenges.

"The building itself has a very high 'wow' factor, but it's the content—the multimedia show, the tour and the opportunity to interact with experts in their fields—that gets the real conversations started," says Thomas Varney, vice president of communications for Siemens. "Our experience has shown that we can translate those conversations into stronger customer relationships."

On one hand the exiderome is about education, technology and advancements and transmitting these ideas to Siemens' current and potential customers.



High-definition visual recordings are projected on exiderdome's with walls to highlight Siemens and its U.S. market.

“Technology today has changed dramatically from technology of even two years ago,” Varney says. “Engineers should know what’s out there and how up-to-date technology can improve a company’s overall performance and productivity, making it more competitive and successful in the marketplace, which results in a stronger relationship with Siemens.”

After the U.S. leg of its journey, exiderdome is set to appear in Brazil and South Africa. As the number one foreign investor in electrical engineering and electronics in America, according to the Organization for International Investment, and with \$19.8 billion in U.S. revenues in 2007, the U.S. holds special significance for Siemens, and the Windy City was a natural choice as the starting point for the North American visit.

“The United States is the company’s largest market, and Siemens’ roots run deep in the Chicago area where we have been operating for nearly 120 years,” says Heinrich Hiesinger, CEO of Siemens industry sector. “Combined with its proximity to our customers, Chicago ranks as one of the top areas for potential market growth and is the ideal place to launch our U.S. tour.”

Siemens executives couldn’t be clearer in the messages they are conveying with exiderdome.

“This tour is about our commitment to the U.S. market

and our belief in the long-term strength of American manufacturing,” Varney says. “We want our customers to see that, because of our size and reach, we can offer them more ways to strengthen their operations than any other automation technology supplier.

“We want to show our American customers that we are the only company in the world that can put together this kind of program with all of our own components.”



calendar

October 28-29—Practical Solutions for Processing

Productivity: Hidden Savings Through Better Blending, Drying, Cooling and More. DoubleTree Hotel, Oak Brook, IL. This two-day conference is organized by *Plastics Technology* magazine and is believed to be the market's first technical event aimed specifically at helping processors make better use of their auxiliary equipment. Technical presentations combine with a hands-on workshop format that complements the 20 or so auxiliary equipment suppliers that will be participating as presenters. The program consists of a series of morning sessions, lunchtime panel discussion, and afternoon breakout workshops where processors will learn more about state-of-the-art in feeding, cooling, robotics, drying, etc. For more information, visit www.ptonline.com/conf/practicalprocessing/index.html, or contact Matthew Naitove at mnaitove@ptonline.com or (646) 827-4848 x7102.

October 28-30—Coil Winding, Insulation and Electrical Manufacturing Exhibition and Conference.

Donald E. Stephens Convention Center, Rosemont, IL. The Coil Winding, Insulation and Electrical Manufacturing Exhibitions (CWIEME) is a focused event devoted to components, machinery and materials used in the manufacture and repair of electric coils, motors and transformers. Attendees will view products and services from 172 participating companies from Belgium, Brazil, Canada, China, France, Germany, India, Israel, Italy, Japan, Korea, Mexico, Poland, Romania, Slovenia, South Korea, Spain, Switzerland, Taiwan, UK and the United States. Co-located and running concurrently to the exhibition is INDUCTICA Chicago 2008, a three-day technical conference specializing in Miniature & Micro Coils; Magnetic Materials (including magnetic fluids and gels) as well as the traditional topics such as Motors, Generators and Transformers; Electromagnetic Field Simulation and Testing; Test and Measurement; and Electromagnetic Design. For more information, visit www.coilwindingexpo.com.

November 18-19—RoboDevelopment Conference

& Exposition 2008. Santa Clara Convention Center, Santa Clara, CA. RoboDevelopment is the international technical design and development event for the personal, service and mobile robotics industry. The event is designed to be an educational forum and trade show addressing the technical issues with designing and developing commercial robotic products. Technical professionals will learn about developing next-generation personal, service and mobile robots, and the exposition brings hands-on access to the latest design and development solutions for mobile robotics

and intelligent systems technology. Some topics include the requirements for robots to navigate with minimal human intervention and be both able to detect anomalies and deal with them effectively; how robots can be designed to manage limited resources, including power and computation, and use them in an efficient manner; and the languages and operating systems, as well as hardware and software platforms that can help optimize design and development while producing robust commercial products. For more information, visit www.robodevelopment.com.



Misumi technical seminar.

November 11—Free Configuration Technical Seminar: Designing a Better Machine Faster with the Configuration Component.

Lancaster Host Conference Center, Lancaster, PA. Misumi USA Inc. conducts this technical seminar, which is scheduled from 11:00 am to 3:00 pm. Engineers will learn methods to avoid time and performance issues associated with machine builds. Misumi's manager of product development, Mike Melone is presenting the seminar, after which he will answer questions from attendees. A complimentary lunch and global atomic traveling alarm clock are included for each attendee. For more information and to register, visit www.misumiusa.com/techseminars.aspx.

December 10-12—Introduction to Metallurgical

Lab Practices. ASM International Headquarters, Materials Park, OH. This beginning level course is designed for people with basic or limited familiarity to a materials lab metallurgical lab practices and non-technical professionals like those in sales or purchasing. The students will learn metallography through sectioning, mounting, grinding, polishing and etching samples. Optical microscopes with digital imaging systems will be used to create photomicrographs. Other equipment that will be used includes micro- and macrohardness, tensile and impact testing and scanning electron microscopy (SEM). Attendees will receive a thorough overview of these lab procedures. For more information, visit www.asminternational.org.