

## 西门子“自动化之光—未来城 (Exider Dome)” 移动展览馆 全球巡展始发于上海



继“自动化之光”之后，又一个超大型西门子自动化与驱动集团全球巡展活动“自动化之光—未来城 (Exider Dome)”于 2005 年 11 月在上海新国际博览中心拉开帷幕，集中展示西门子在工业自动化领域全球领先的技术实力和未来工业技术的应用趋势。德国西门子总部特别选定上海作为本次全球巡展的首发站，充分显示了西门子公司对中国市场的重视，对中国广大客户的感谢，同时也表达了与中国工业共同发展的信心。

“自动化之光—未来城”移动展览馆坐落在上海新国际博览中心，占地 900 平方米，由 39 个集装箱组合而成，分为上下两层，包括 8 个展厅和屏幕宽度达 34 米的多媒体演示厅，以及会议室、酒吧等配套设施，随行的还包括全部基础设施，如空调系统和发电机组等。搭建所用的集装箱可用 DIN 标准集装箱通过海陆空多种方式运输，灵活机动，本次展览物品及运输卡车总重约 670 吨。“自动化之光—未来城”以创新、现代、独特的方式展示西门子全球最新的自动化技术，让我们的客户了解到西门子在全球的工业自动化领域是长期的合作伙伴和最佳的提供商。

本次活动历时一个月，从 11 月 4 开幕至 12 月 1 日亚洲国际工厂自动化技术与设备展览会 (FAA 2005) 结束。除了两个展览会期间向公众开放外，还在 11 月 10 日至 27 日期间为专业人士及西门子客户安排“行业主题日”特别活动，包括汽车工业主题日、石油化工主题日、学生日等，每天一个主题，关注不同的行业与专业人士，展示为行业量身定制的技术、产品及解决方案。

制造自动化  
manufacturing  
automation

西门子(中国)有限公司高级副总裁兼自动化与驱动集团总经理何维克先生说，“‘自动化之光—未来城’充分体现了西门子为客户提供最先进的产品、系统、解决方案及最周到的服务和接近客户的原则，将创新产品与现代时尚完美结合，形式新颖，规模庞大，一定会让我们的广大客户体验超越时间与空间的奇幻自动化世界；全面了解西门子在工业自动化方面的专有技术及产品和服务；发现提高生产力、降低产品周期及成本的新方法。”

在上海工博会其间，“自动化之光—未来城”成功接待了多次上海市政府及中央各部委的领导参观，极大地促进了西门子公司与中国政府之间的良好关系，为西门子公司在中国未来的长足发展起到了极好的推动作用。在政府领导参观之外，我们还接待了社会各界的参观团体，如残疾人运动员代表团，上海浦东新区代表团等。6 天的展期中，“自动化之光—未来城”得到了公众及媒体的广泛关注，总参观人数为 29,026 人，高峰日接待量为 6,400 人。许多本地媒体对西门子展厅表现出了浓厚的兴趣，上海电视台、上海东方卫视及多家平面媒体专门采访了西门子公司。西门子公司全集成能源管理 (TIP) 还被工博会组委会从 1368 名参展商中选出，与另外两家国内企业一同被评为金奖，11 月 9 日，上海市政协主席蒋以任为西门子公司自动化与驱动集团总经理何维克先生颁发了金奖。

2006 年，“自动化之光—未来城”将再次回到中国，届时邀请您一睹风采，期待“自动化之光—未来城”的未来之旅继续取得成功并祝自动化与驱动集团的业务蒸蒸日上！



## Siemens Road Show "Exider Dome" Starts Its Worldwide Tour in Shanghai



After the successful Exider global tour, Exider Dome - another exhibition event, made its worldwide debut at the Shanghai New International Expo Center in Nov. 2005. Exider Dome displays the leading global technical strength of Siemens in the industrial automation field and showcase trends for the future.

Choosing Shanghai as the first stop of this worldwide event is a visible sign of Siemens strong commitment to the Chinese market and customers, and shows the confidence Siemens has in the development of Chinese industrialization and its role as long term partner.

Exider Dome comprises 39 containers to form a total of 900 square meters exhibition

area. The hall is divided into two floors, including eight exhibition halls and a multi-media hall with a 34-meter long screen, as well as conference rooms, bars, and other supporting facilities. The entourage also includes all infrastructures such as air-conditioning system and power generators. The mobile hall can be packed into DIN standard containers to be flexibly transported by land, sea and air. All the exhibition elements and their transportation trucks weigh about 670 tons together. Exider Dome is an innovative, modern and unique way to exhibit Siemens latest automation technology around the globe. It is impressive and it definitely gives our customers an unbeatable impression that Siemens is their lifetime partner as the best supplier in industrial automation technology worldwide.

Exider Dome stays in Shanghai from the beginning of the Shanghai Industrial Fair (SIF) on Nov. 4<sup>th</sup> until Dec. 1<sup>st</sup> when the Factory Automation ASIA 2005 (FAA 2005) closes. Apart from opening to the public, there are "pecial Customer Days" in various industry sectors from Nov. 10<sup>th</sup> to 27<sup>th</sup>, and each "Customer Day" for a specific industry. Siemens advanced technologies, products and solutions in this industry are displayed and respective industrial experts are invited to attend this event. The "pecial Customer Days" are not only an excellent showcase of Siemens unique strength and innovation in the Automation Industry, but also a perfect opportunity for Siemens to better understand Chinese customers' demand, exchange information and further develop partnerships with Chinese industrial counterparts.

Mr. Peter Herweck, VP of SLC and GM of A&D China said, "'Exider Dome' fully represents our principle of being close to

our customers and providing the most cutting-edge products, systems, solutions and best service to them. It is a perfect combination of innovative products with modern fashion. It is both novel and large. It definitely will give our customers a fantastic experience in the 'World of Automation' beyond time and space and help them to easily understand Siemens technology, products and service in industrial automation. In our 'Exider Dome', our customers will also discover new ways to improve productivity as well as to reduce product cycle and cost."

In SIF, many government officials visited Exider Dome. These tours were so successful that greatly enhanced the good relationship between Siemens and Chinese government and paved the way of Siemens' further continuous development in China. Lots of visitor groups came to Exider Dome, including the handicapped athletes group, Shanghai Pudong District visitor group, and so on. Exider Dome has opened to the public for several days from Nov. 4<sup>th</sup> achieved highly attention of public and media. Total 29,026 people visited Exider Dome, and the peak amount of visitors for one day was 6,400. Lots of local media such as Shanghai TV Station, Shanghai Dragon TV Station, Shanghai Oriental TV Station and other printing media made special interviews with Siemens. After the SIF, Special Customer Days were arranged. And even more, our TIP was awarded the Gold prize from SIF organizer, together with other 2 local winners among 1368 exhibits. Mr. Herweck received it from Mr. Jiang Yiren, the chairman of Shanghai People's Committee.

Exider - Dome will come back to China next year, welcome to visit again! Wish continuous success of Exider dome and continuous success of A&D China!