

“自动化的魅力·西门子建筑电气技术推广日”圆满结束! Charm of Automation - Siemens "ET Focus Day" finished with great success!

西门子自动化与驱动集团与西门子(中国)楼宇科技有限公司联合举办的“自动化的魅力·西门子建筑电气技术推广日”在北京、上海、广州成功举行，并于8月27日在广州圆满结束!

西门子(中国)有限公司执行副总裁兼自动化与驱动集团总经理施密特先生在北京为“自动化的魅力·西门子建筑电气技术推广日”活动揭幕，在题为“无限创新 推动世界”的演讲中，施密特先生向与会者阐述了西门子的经营指标概述、社会发展与需求、技术创新趋势、西门子创新策略、中国低压电器市场趋势、建筑电气市场发展策略，给与会者留下了深刻印象。专程飞到中国的西门子建筑电气全球总裁施耐德先生在会上表示：“西门子建筑电气的全球经营战略将重点放在不断扩展的市场上。中国市场的巨大潜力和出色表现非常令我们振奋。我们希望增强与中国合作伙伴的关系，进一步拓展中国市场”。共有来自设计院、房地产业、零售业、盘柜厂及分销商共600多名客户参加了本活动，约40家电视台，报纸、专业杂志及主要网站对此次活动进行报道。

为配合此次“西门子建筑电气技术推广日”活动的举行，西门子于8月13日至8月22日在北京5家大型建材市场联合推出“感受西门子建筑电气·共享西门子技术魅力”的促销活动。并于8月24日在北京百安居现场举行了“感受西门子建筑电气，共享西门子技术魅力”颁奖典礼。西门子(中国)有限公司执行副总裁兼自动化与驱动集团总经理施密特先生和西门子建筑电气全球总裁施耐德先生亲临活动现场，为喜爱并支持西门子电气产品的中奖者颁奖。

在北京、上海、广州的会议现场，我们展示了几乎全线建筑电气产品，如线路保护新产品、欧洲安装总线系统、开关插座等，设计独特新颖的演示屋充分体现了运用高科技产品带来舒适的家居生活。使每位与会者可以了解最新和最先进的建筑电气技术、OEM领域技术和市场的发展趋势。同时，作为一个技术交流学习的平台，西门子建筑电气各产品经理、产品技术支持工程师还分别介绍了这些技术在中国以及其他国家的成功应用。



The flourishing development of Real Estate Industry makes construction market grow up dramatically and become one of the most important industries in China. In order to provide the abundant construction electrical products and strengthen the communication between



siemens and the customers. SLC Automation & Drives Group associated with Siemens Building Technology held Siemens "ET Focus Day" in Beijing, Shanghai, Guangzhou from Aug. 24 to Aug. 27, 2004, and finished in Guangzhou with great success!

Mr. Schmidt Siegfried, Executive Vice President of Siemens Ltd China and General Manager of A&D Group gave the topic of "Global Network of Innovation" on new trends of innovation, new concept and technology of automation, China LV market trends, China CEP market development strategy. In the following speech from Mr. Schneider, Siemens Electrical Global President, "Electrical Global Strategy will put most emphasis on the developing market. China huge potential market and outstanding performance make us so exciting. We hope to strengthen the relationship with China and to explore the potential market." Other topics from ET BU on CP new products, switches and sockets, instabus EIB and also from Siemens Building Technologies deeply attracted the participants. The warm responses come from DI, Real Estate, Partner, Retailer, PB with more than 600 audiences and around 40 TVs, newspapers, special magazines and main website.

Combined with "Siemens ET Focus day", the promotion activity "Feel Siemens Construction Electrical Products · Share Charm of Automation" was held in 5 big construction promotion markets from Aug. 13 to Aug. 22. The award ceremony was celebrated in Beijing B&Q on Aug. 24, Mr. Schmidt and Mr. Schneider attended the on site awarding and issued the prizes to the winners.

Almost all Construction Electrical products were displayed in ET Focus day, such as Circuit Protection products, Instabus EIB, Switches and Sockets. EIB Demo house especially drew all participants' attention, the Hi - Technology could bring the comfort and convenience to our daily life. As the platform of technology and communication, Siemens ET product managers, engineers also introduced the successful cases in China and other countries.

西门子低压控制产品与系统新产品发布会全国路演 Siemens Low Voltage Controls and Distribution New Products Launch Nationwide Roadshow

自去年我们成功的推出了 SIRIUS 系列控制系统和 SENTRON WL 空气断路器之后，今年我们再一次把一系列的最新创新产品带到了用户的身边。自 2004 年 8 月 30 日起，我们陆续在沈阳，青岛，北京，西安，上海，武汉，南京，杭州，广州，深圳，成都，福州，重庆，东莞 14 个城市成功的举行了低压控制产品与系统新产品发布会。

来自于设计院，盘柜厂，代理商，OEM，系统集成商最终用户等共 3000 多名客户参加了此次发布会。此次活动获得了客户的广泛关注，引起了热烈的反响。业内著名的专家也应邀出席。客户对我们的新产品表示了浓厚的兴趣。

此次我们不仅推出了广泛用于商业，工业及建筑领域的 TIP 全集成能源管理的系统解决方案，包括能实现操作监控，负载管理，故障诊断等多项功能的 SIRMARIS Manager 及可进行从中压到照明插座进行系统规划及配置的 SIRMARIS design 软件和 SIRMARIS SIVACON，还向客户推介了覆盖了从配电领域，控制领域及盘柜范围的全系列产品，包括：可通讯的高度模块化的 SENTRON 系列空气断路器，本地化生产的 3WT 空气断路器，灵活多样的 3VL 塑壳断路器，BUSBAR 母线槽，西门子最新从默勒收购了全球母线槽的业务，镇江西门子母线有限公司是我们在中国生产母线槽的合资厂，产量在中国名列前茅，其可覆盖中国及东南亚市场。此外，我们还把与德国同步推向市场的 3RW40/44 新一代电子式软起动器也带到了中国，作为 TIA (全集成自动化) 及 TIP (全集成能源管理) 的组成部分，以其革新的转矩技术，强大的起动功能和紧凑小巧的体积，强大的通讯功能，赢得了与会客户的赞许。



Following successful launch of SIRIUS system and Sentron WL Air Circuit Breaker last year, we bring our series of innovative products to our customers now. We hold a Low Voltage new products launch roadshow in 14 cities: Shenyang, Qingdao, Beijing, Xi'an, Shanghai, Wuhan, Nanjing, Hangzhou, Guangzhou, Shenzhen, Chengdu, Fuzhou, Chongqing and Dongguan, receiving excellent result.

There were more than 3000 customers in total from Design Institute, Panel Builder, Distributor, OEM, and System Integrator end user participating our roadshow including some famous experts in LV industry. They pay great attention to our new products and we get excellent feedback.

In this roadshow, we not only promote our Totally Integrated Power (TIP) management solution, which widely used in commercial, industrial and construction areas, but also software like SIRMARIS Manager, which can realize operation monitor, load management and troubleshooting functions; SIRMARIS design software, and SIRMARIS SIVACON. From the product specifically, we introduce our all range products including power distribution (PD), control component (CC) and DM to customers. In detail, PD new products include communicable and high modularity air circuit breaker SENTRON WL, 3WT locally produced in SEAL factory and flexible MCCB 3VL. In our DM section, since Siemens merged Mueller global busbar business recently, we have a new Joint Venture -- Zhenjiang Siemens Busbar Trunking Systems Co.,Ltd, producing busbar trunking system. In additional, CC launches its new softstarter 3RW40/44. As part of TIA (Totally Integrated Automation) and TIP (Totally Integrated Power). The new softstarter won customers praise for its innovative technology.