

# SIEMENS

## SIEMENS' GLOBAL TECHNOLOGY SHOWCASE – EXIDERDOME – DOCKS IN TORONTO



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## **Siemens' global technology showcase – exiderdome – docks in Toronto**

*Technological exhibition brings productivity solutions and systems to Canadian industry*

**Mississauga, ON. August 25, 2008. Siemens Canada announced today that its global road show, the exiderdome, has arrived in Toronto for the second stop of its five-city Canadian tour. Siemens' exiderdome is a two-storey multimedia exhibit constructed from 55 containers that transform into a must-see, exposition of technological innovation, arriving on a 108 metre-long barge via the Great Lakes. Having made its successful Canadian debut at the Global Petroleum Show in Calgary in June, the exiderdome allows visitors to experience Siemens' world-leading expertise in various industries such as food & beverage, automotive, oil & gas, and building construction. Siemens has the largest global range of automation, control and drive technologies, made more efficient through the company's Totally Integrated Automation (TIA) and Totally Integrated Power (TIP) open concepts.**

“Following its successful appearance in Calgary, we are honoured to bring the exiderdome to Toronto,” says Guenther Scholz, president and CEO, Siemens Canada. “The unique exhibit showcases our innovation and extensive expertise in Canada and underscores our commitment to providing the answers to the toughest questions facing industries in Canada today, to help master the challenges of tomorrow.”

Representing more than 130,000 products, the exiderdome boasts seven showrooms of product displays, a multimedia theatre with a 34 metre-wide display and several meeting rooms. Once assembled, the exiderdome is entirely self-contained, including air conditioning, heating, wireless internet, power generation and a fully operating kitchen. Guided tours of the exiderdome are offered to trade and industry in each location. Due to its flexibility and mobility, the exhibit is easily transported by sea, air or road.

“We are proud to showcase solutions that will increase productivity to our customers in Ontario and encourage guests to experience the exiderdome,” says Joris Myny, vice president of Industry Automation and Drive Technologies, Siemens Canada. “Keeping our customers competitive is one of our key objectives.”

Following its appearance in Toronto (August 25 – 29), the exiderdome travels by barge on the St. Lawrence Seaway to Montreal (September 8 – 12), Québec City (September 23 – 24) and Halifax (October 6 – 7). At each stop, exiderdome visitors will have an opportunity to participate in seminars on different topics including industrial communications, safety technologies, and energy management.

The Canadian visit is part of a global tour that began in China in 2005, and traveled to South Korea, Thailand, Taiwan, Russia and Mexico. After its final stop in Halifax, the exiderdome will travel to Boston where it will complete a U.S. tour.

“This program represents a significant investment for Siemens and is another example of our commitment to customers, employees and the Canadian economy,” adds Guenther Scholz. To-date, Siemens has invested more than \$50 million CAD to realize the exiderdome, a one-of-a-kind global program. For more information, visit [www.exiderdome.ca](http://www.exiderdome.ca).

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### **About Siemens in Canada**

Siemens is one of the largest and most diversified companies in the world of electronics and electrical engineering, operating in the industry, energy and healthcare sectors. The company has more than 6,000 employees in Canada, working to develop and manufacture products, design and install complex systems and projects, and tailor a wide range of solutions for individual requirements. For almost 100 years in Canada, Siemens has stood for technical achievements, innovation, quality and reliability. Sales for Siemens in Canada for fiscal 2007 (ended September 30), were \$2.3 billion CAD. Further information about Siemens in Canada is available at [www.siemens.ca](http://www.siemens.ca).

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