



SIEMENS

Smart Systech, June 11, 2013

Innovations For Growth

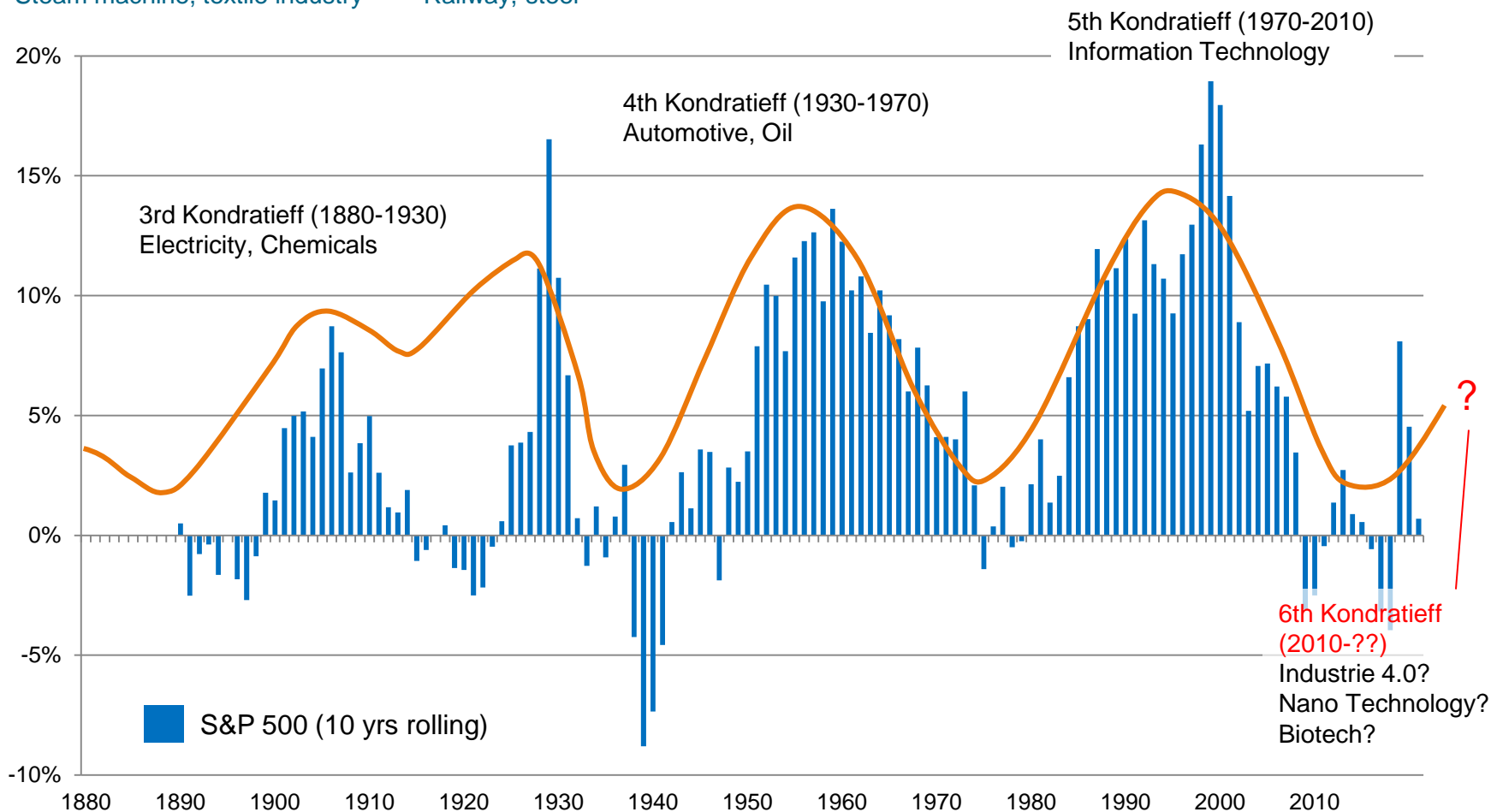
The Rise of Communication Technology



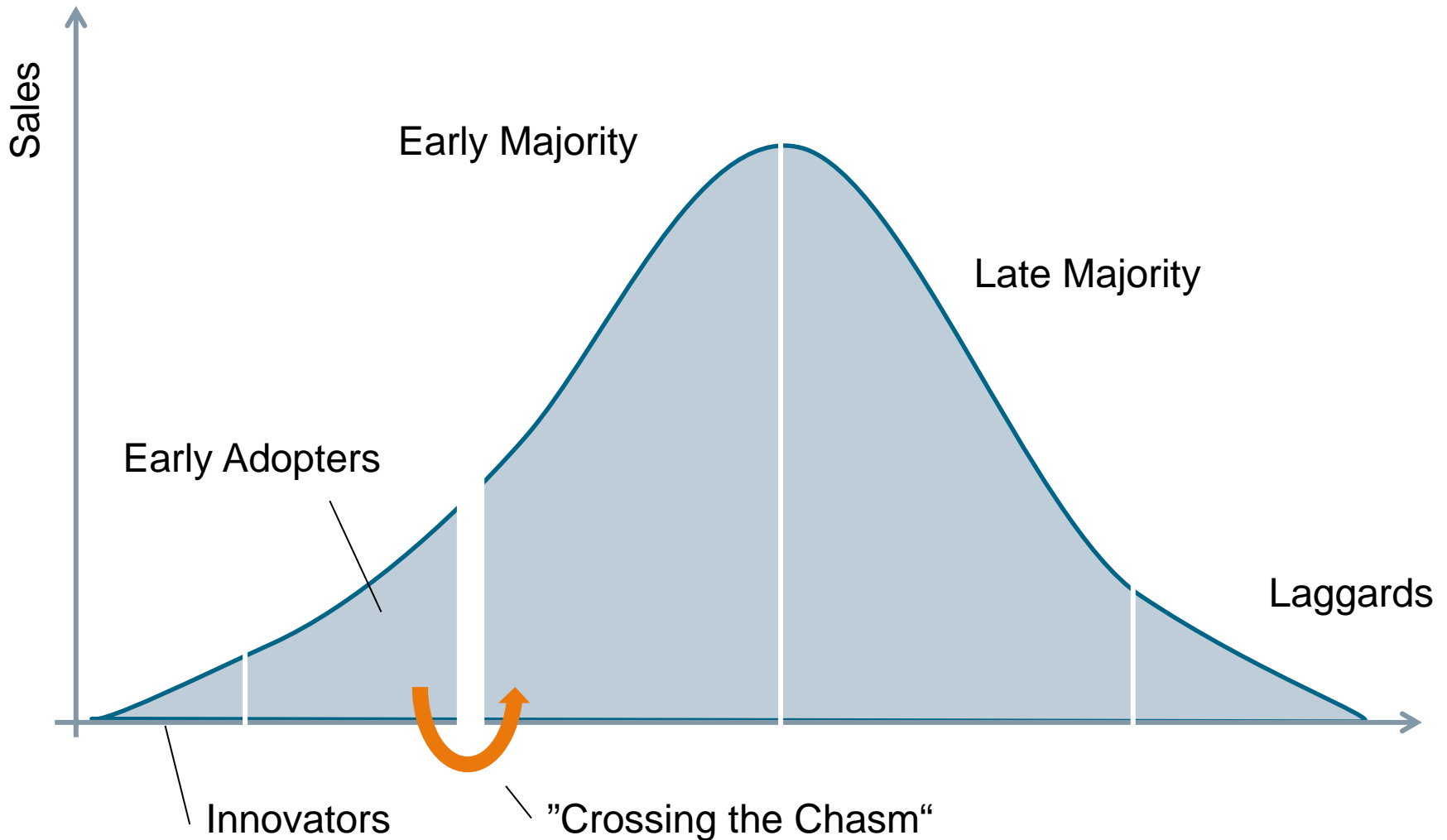
Kondratieff Cycles – What's next?

1st Kondratieff (1780-1830)
Steam machine, textile industry

2nd Kondratieff (1830-1880)
Railway, steel



Innovation for Growth: Crossing the Chasm



Source: Moore, Crossing the Chasm (2006), p. 17

Innovation Driven by Technology

PROTOS-WAGEN

Vierzylinder 6/14 PS · 8/18 PS · 10/22 PS — 12/26 PS · 18/38 PS — □□ Sechszylinder 18/38 PS 27/56 PS



PROTOS auf der Weltfahrt New York — Paris **ERSTER**
Automobilwerk Nonnendamm bei Berlin (Siemens-Schuckertwerke
G.m.b.H.)

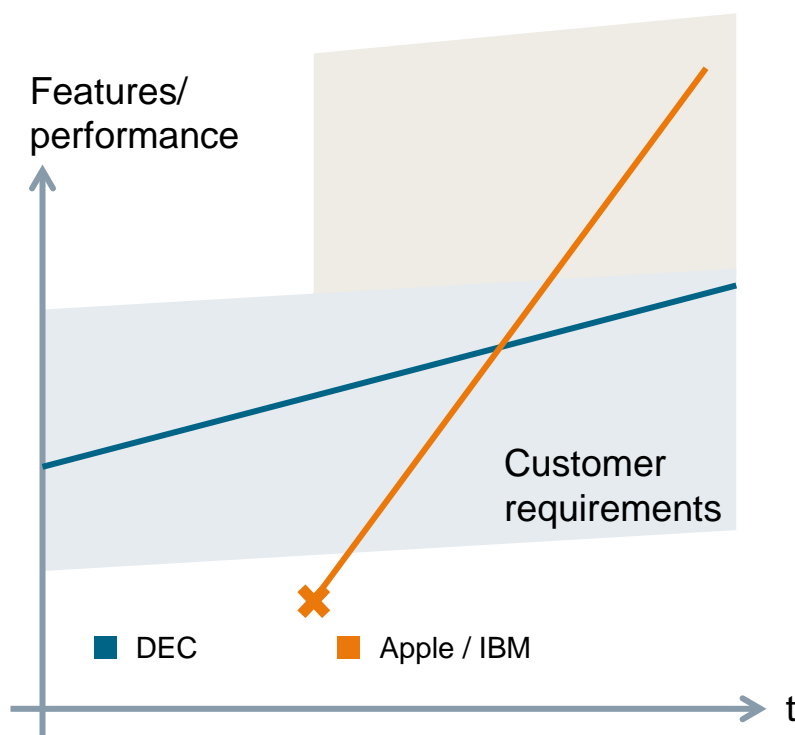
1910

Innovation Driven by Market Demands

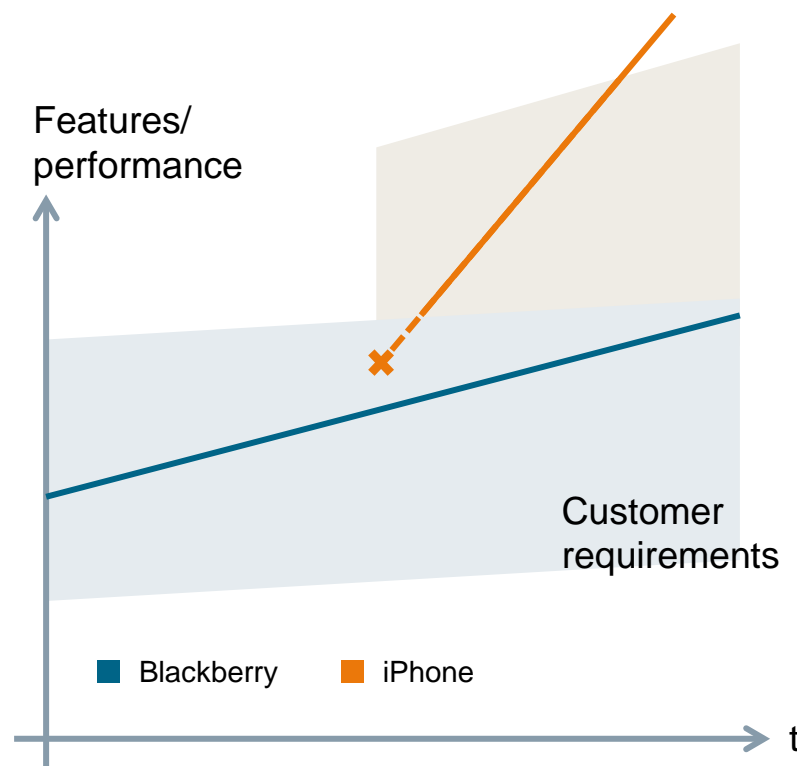


Disruptive Innovation

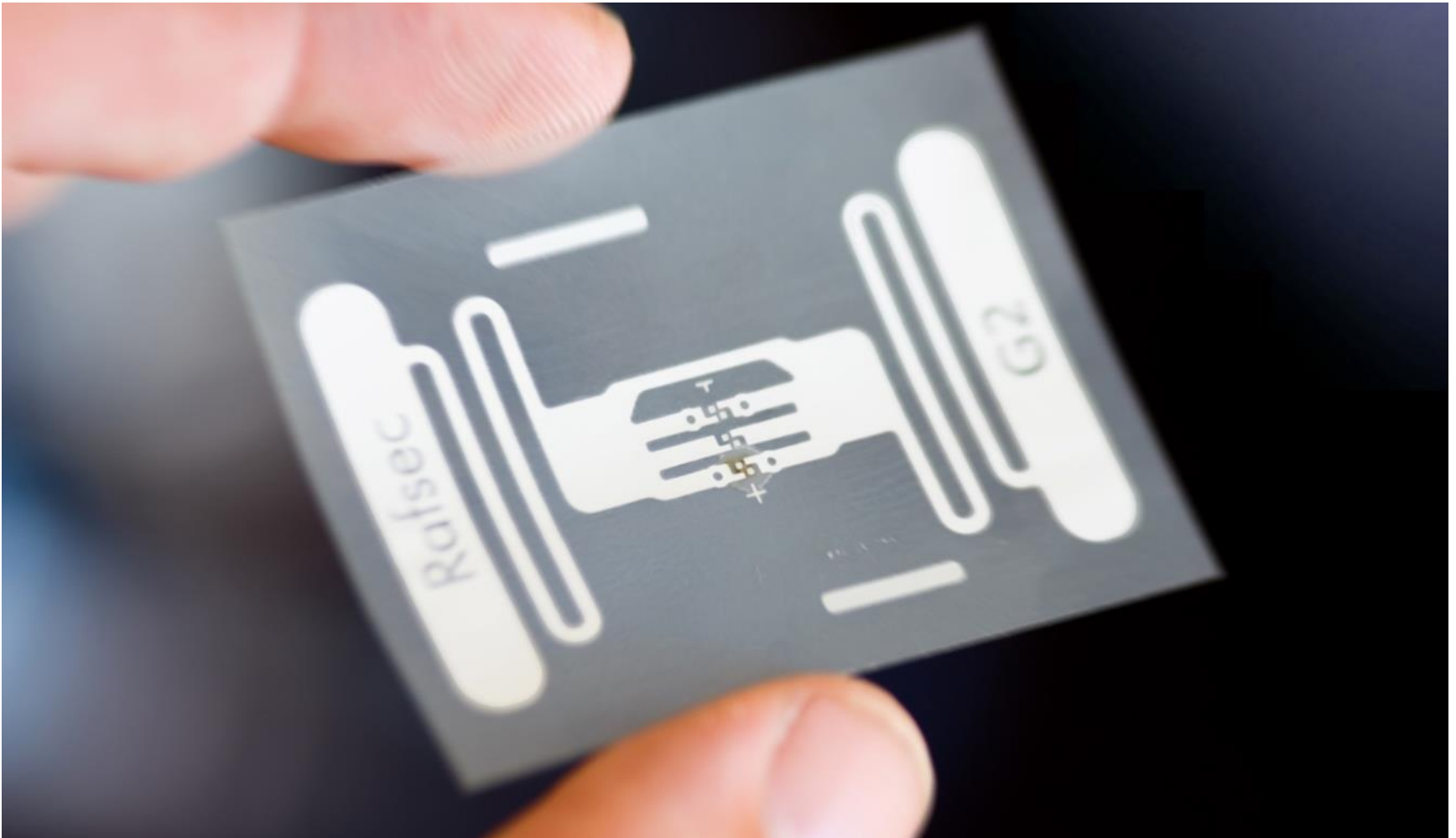
Mini Computer vs. Personal Computer



Blackberry vs. iPhone



Innovation for Growth: EPCglobal



RFID Labels – A Disruptive Innovation?



RFID Labels – A Disruptive Innovation?



- Direct Identification of parts
- Resistant to heat and chemicals
- Fast recognition and high reading distances
- Read rate > 99.995% !



SIMATIC RF620R
UHF for Industry



SIMATIC RF630T
Screw Tag
e.g. engine identification

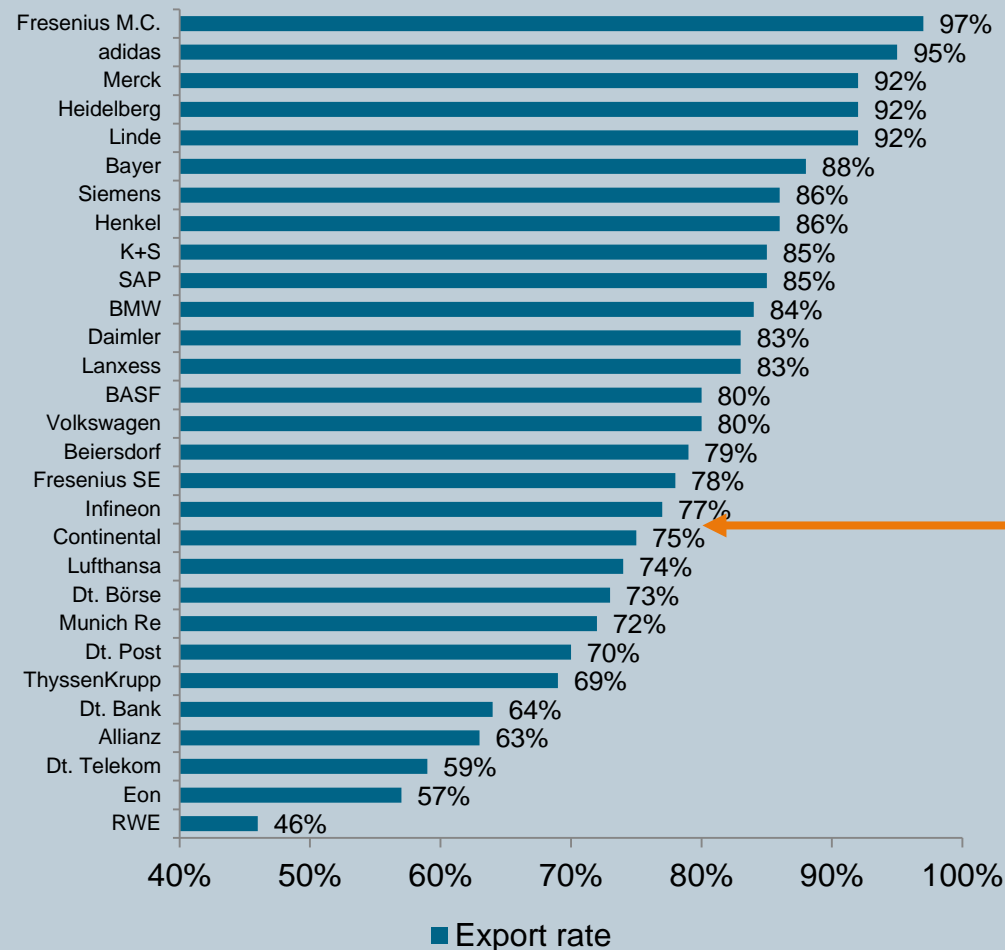


SIMATIC RF680L
heat-resistant label
e.g. paint shop

Photos: Siemens, istockphoto.com

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Global Activity is Key for German Companies



Highly globalized companies:

Development 2011-12

Revenue	+ 12%
Employees	+ 7%
Employees in GER	+ 8%

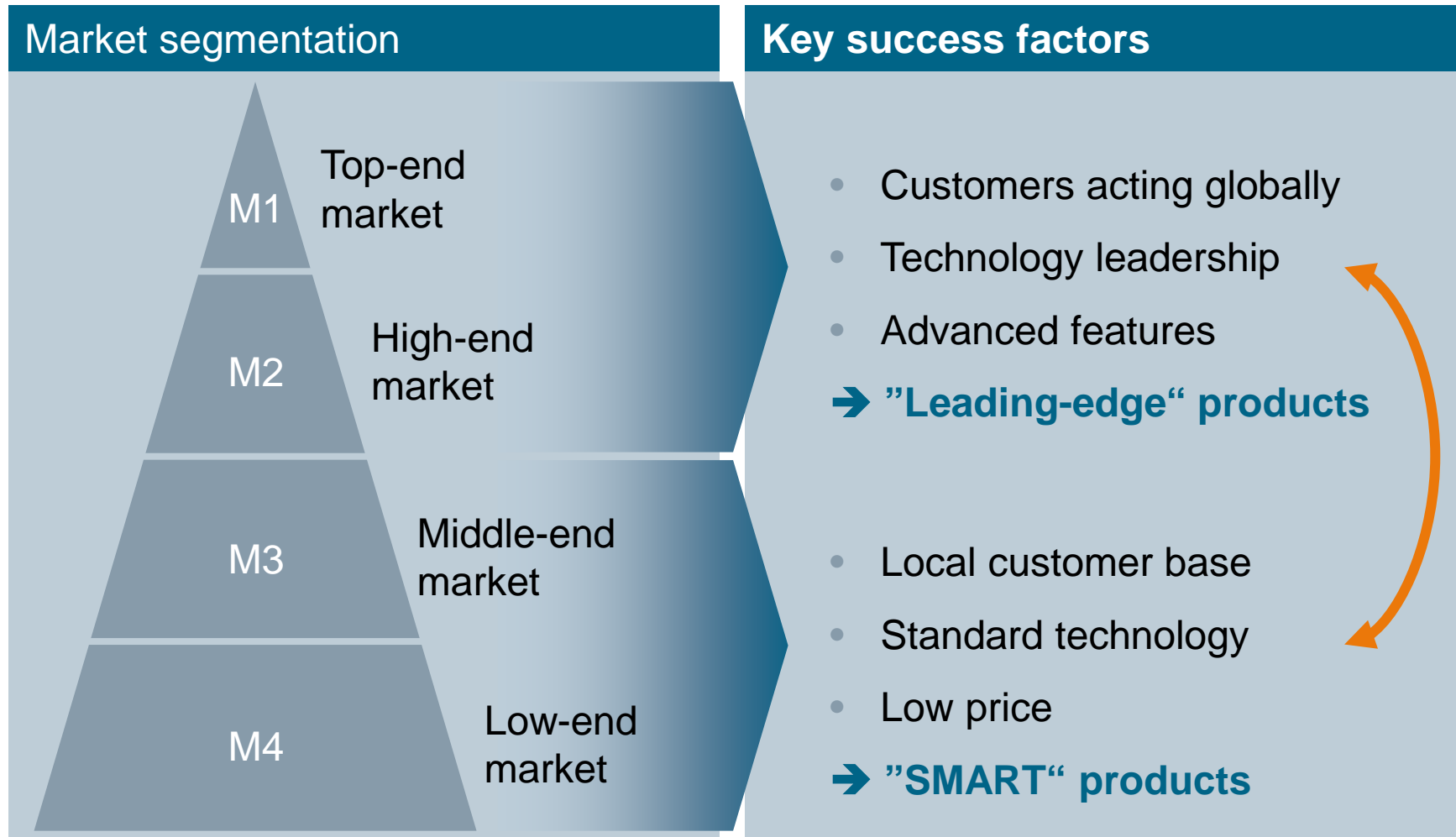
Less globalized companies

Development 2011-12

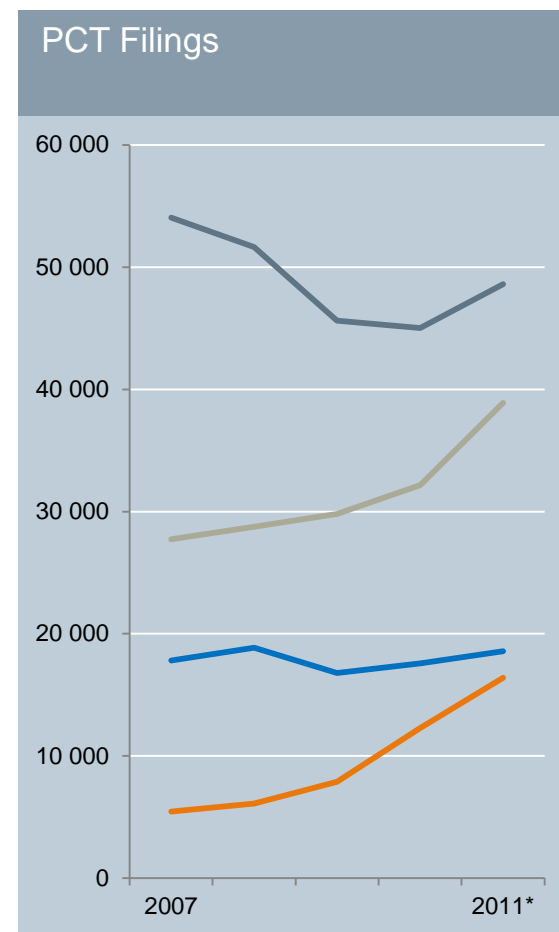
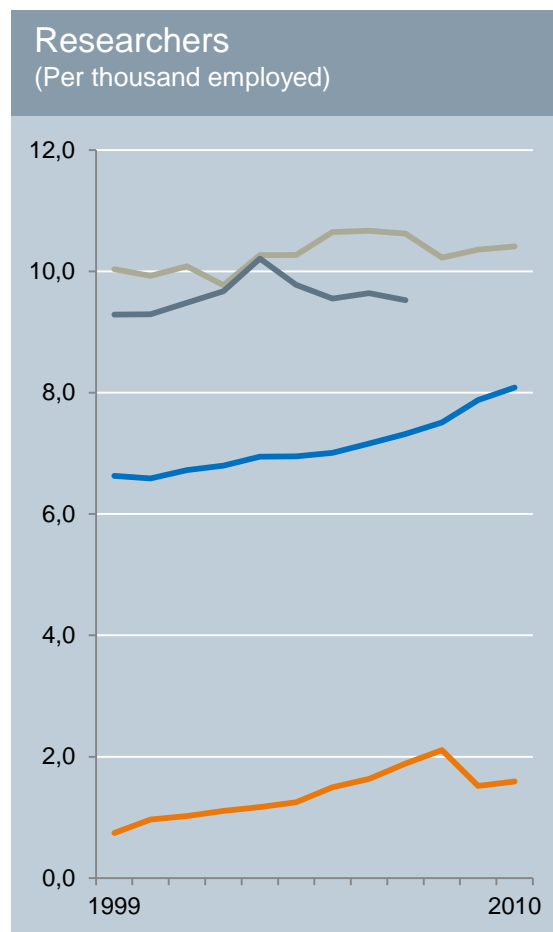
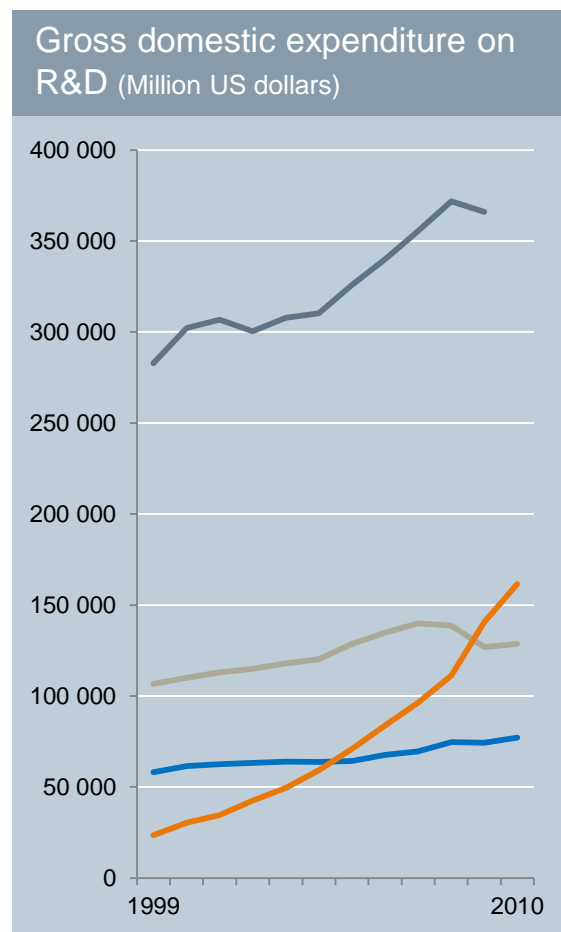
Revenue	+ 6%
Employees	- 1%
Employees in GER	- 2%

Source: Ernst & Young, Entwicklung der Dax-30-Unternehmen im Geschäftsjahr 2012

Smart Products and High-Tech Innovations



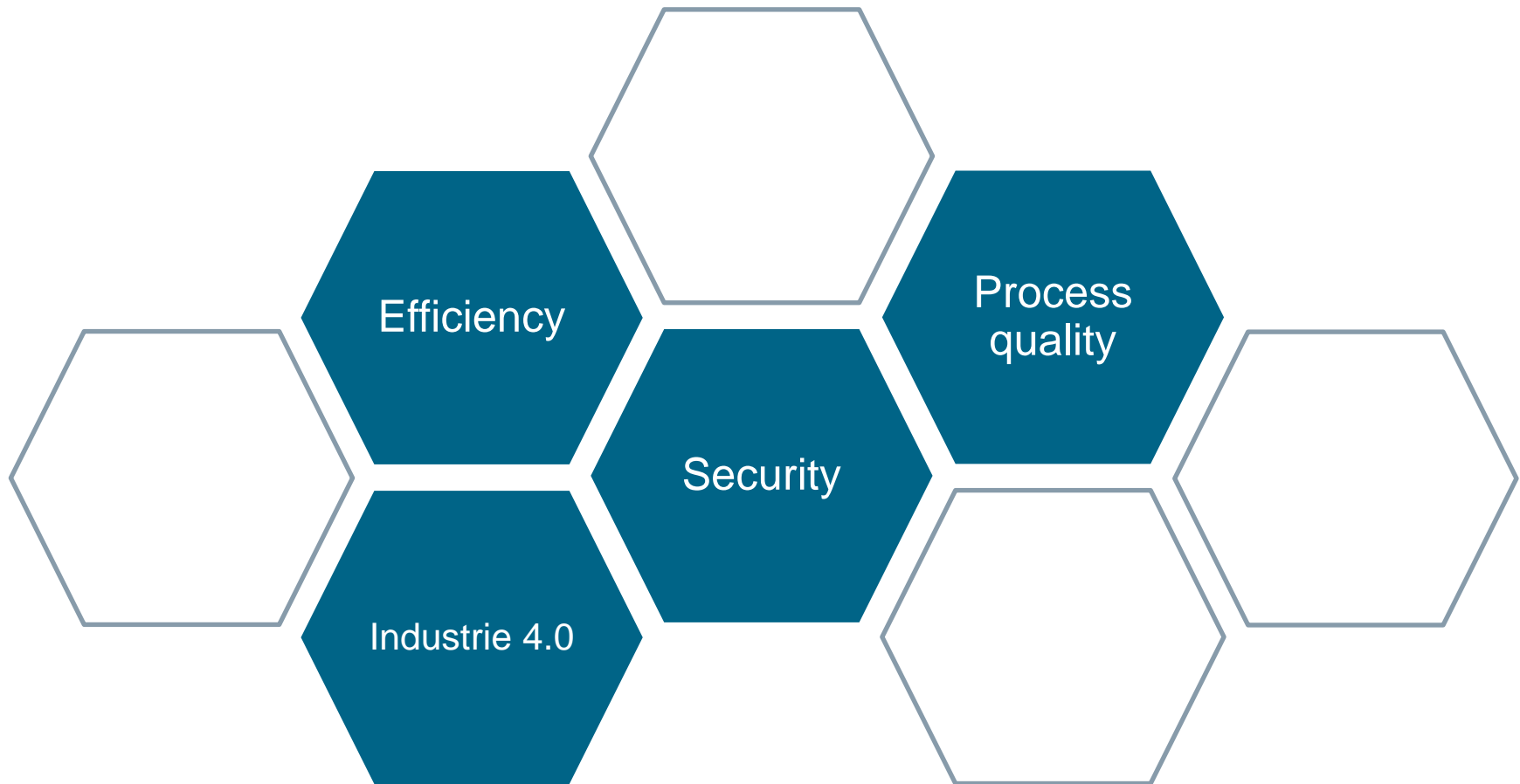
Germany's Position in the Race for Innovation



China Germany United States Japan

*estimated

Focus on Industry Needs



Thank you for your attention!



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