

Munich, April 16, 2010

New from the SIPLACE team:

Online information and discussion platform covers the future of electronics production

According to the results of a survey conducted by the SIPLACE team at the 2009 Productronica trade show, new technologies and production concepts along with associated communication platforms help electronics manufacturers to become more productive and successful. Producers also like to discuss new impulses and ideas and put them to good use. Another finding: the exchange of information should be easy, fast and global. Users are particularly interested in technology- and manufacturing-relevant issues. The SIPLACE team has accepted this challenge and is offering a new Internet-based information and discussion platform about the future of electronics manufacturing. Starting in early April, the BTO (Build-to-Order) column on www.siplace.com will cover order-oriented manufacturing in great detail. At a single Web address, interested electronics manufacturers will find lots of interesting information about practice-oriented concepts, tools, methods and best practices related to BTO. New articles written by experts from various industries, science and industry media will be published in regular intervals to promote lively discussions about the capabilities of BTO manufacturing in the electronics industry. Questions and discussions with experts will play a particularly important role.

“The recent economic crisis has shown us that the electronics industry needs new, more flexible concepts that enable manufacturers to easily adapt to changes in demand. A demand-oriented production system that is perfectly synchronized from ordering to shipping carries huge potential. As the industry’s technology and innovation leader, the SIPLACE team carries a special responsibility in this field. Since the placement machine is the piece of equipment that consumes the most and the most expensive materials in the entire SMT value chain, it also offers the greatest potential for savings. With its new BTO information and discussion platform, SIPLACE wants to advance the dialog about successful concepts, share existing knowledge with our customers, and provide interested parties with easier access to information about ‘breathing’ electronics production. Just like with BTO production, one manufacturer cannot do it

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all. That's why the new platform will not only offer a place to network, but promote the dialog about this important issue with a large variety of authors and topics," says SIPLACE product manager Sebastian Weckel.



The screenshot shows the SIPLACE website interface. At the top, there is a Siemens logo and a navigation bar with links for Home, News Center, Products, Solutions, Downloads & Support, About Us, and Contact Us. Below the navigation bar, there is a main header with the text "Keep an Eye on BTO" and a close-up image of a human eye. The main content area features a section titled "Build-to-Order on the factory floor" with a sub-header "Gain new insights into electronics manufacturing – with the new BTO column on www.siplace.com!". Below this, there is a "BTO Column" section with two entries: one by Dr. Tuan Nguyen & Vern Harrison, BTO-Experts, dated 04/14/2010, and another by Sebastian Weckel, SIPLACE Product Management, dated 04/12/2010. A sidebar on the left lists various topics like Capacity on Demand, Performance, Quality, Flexibility, and Investment Protection.

The new BTO column at www.siplace.com: at a single Web address lots of interesting information about practice-oriented concepts, tools, methods and best practices related to Build-to-Order in the electronics industry.

For more information about SIPLACE, visit www.siplace.com.

Please direct any reader inquiries to:

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