

SIPLACE Press Release

Munich – October 20, 2009

Innovations and Build-to-Order workshops: SIPLACE to hold major in-house event during Productronica

During this year's Productronica (November 10-13), Siemens Electronics Assembly Systems GmbH & Co. KG will not only be present at the Munich Trade Fair Centre, but will also welcome interested visitors to a special in-house event at its headquarters location. The event focuses especially on the exchange of information with experts from the electronics manufacturing industry. The SIPLACE team will take this opportunity to interact with visitors and cover its innovations and concepts in even more detail than is possible in the hustle and bustle of a trade show environment. The topics range from built-to-order production, to methods of value calculations, ways of processing small lot sizes, the successful introduction of the high speed flip chip placement system, as well as traceability and process steps in the automotive industry. Participating companies are well-known electronics manufacturers, like ebm-papst, Gigaset, Pepperl&Fuchs, Epcos and Autoliv. They will present their day-to-day experiences for all attendees to share with and as a guide to their production environment. And in the technology exhibition, visitors will be able to take a close look at live demonstrations of placement solutions from the SIPLACE D-Series and X-Series as well as of the brand-new SIPLACE SX with its interchangeable gantries, the SIPLACE MultiStar head, and the latest software developments such as SIPLACE Facts and SIPLACE LES. During guided tours of the new SIPLACE factory, visitors can see how the SIPLACE placement solutions are manufactured in accordance with the latest lean-production principles. The SIPLACE in-house event will be open for all industry visitors on Productronica show days from 9:00 AM until 5:00 PM. Transfer to the SIPLACE facility from the Trade Fair Centre is via a shuttle bus service. To request a detailed program and receive an invitation, log on to www.siplace.com/productronica.

With its in-house event, the SIPLACE team enhances its trade show concept and invites the industry audience to learn even more details about SIPLACE's innovative placement solutions and production concepts for the electronics manufacturing industry. In addition to application

reports from SIPLACE customers, visitors will be treated to a wide-ranging program with topic-oriented presentations by marketing experts, a wide-ranging technology exhibition with live demonstrations of SIPLACE innovations, and a tour of the SIPLACE factory. One of the focus areas: the efficiency potential of scalable build-to-order concepts for electronics manufacturing and the ability to implement such concepts step-by-step with SIPLACE support.

“As part of our innovation campaign, the SIPLACE team is bringing a whole series of innovative placement solutions to market. But even at a trade show as large as the Productronica, the opportunities are limited. Today’s optimum placement solution is flexibly scalable and customized for each customer’s individual production concept with a combination of hardware, software and service modules. Such solutions require a very close dialog between electronics manufacturer and equipment supplier. That’s why we took advantage of our home field location and enhanced our Productronica trade show concept with a large in-house event,” says Gabriele Reckewerth, Director of SIPLACE Global Marketing, about SIPLACE’s Productronica concept.



During this year’s Productronica the SIPLACE team presents not only the “SIPLACE SX Capacity on Demand Show”, but will also welcome interested visitors to a special in-house event at its headquarters location in Munich. In workshops and presentations, electronics manufacturers can discuss the opportunities provided by modern build-to-order manufacturing concepts and exchange their individual experiences. (SIPLACEHeadquartersMünchen.jpg)



Gabriela Reckewerth, Director SIPLACE Global Marketing is convinced: “Our SIPLACE Inhouse Show offers the ideal ground to electronics manufacturers for deep discussions about the future in electronics manufacturing. We as equipment supplier want to be one of the driving forces in this discussion.” (GabrielaReckewerth.jpg)

With its SIPLACE machines, Siemens Electronics Assembly Systems GmbH & Co. KG (SEAS) is the world's leading manufacturer of surface mount technology (SMT) placement machines and solutions. From its early days in 1985 through 2009, the company has installed almost 22,000 placement machines for more than 2,000 customers. The broad SIPLACE portfolio is particularly popular with electronic manufacturing service (EMS) providers. SIPLACE placement machines are used in all industrial applications in fields such as telecommunications, automotive, consumer electronics and automation.

For more information about the SIPLACE inhouse event, go to:

www.siplace.com/productronica

Please send any inquiries to :

Siemens

Electronics Assembly Systems GmbH & Co. KG

Susanne Oswald

E-mail: susanne.oswald@siemens.com