

Background information

### **Siemens Erlangen: headquarters of a worldwide company**

**From workshop to multinational corporation: for more than 125 years, Siemens Medical Solutions (Med) has been serving health care. Beginning with the production of electromedical devices at the Erlangen workshop of Erwin Moritz Reiniger in 1877, the medical technology group of Siemens has developed into one of the world's leading solution providers for health care.**

The city of Erlangen is the company's headquarters. From here, Med operates businesses around the world. With 4,700 employees in Erlangen and another 1,200 in neighboring Forchheim, Med is one of the largest medical employers in the Nuremberg region. Additional offices in Germany include Heidelberg, Rudolstadt, and Kemnath.

Four of fifteen product groups are located in Erlangen, namely Magnetic Resonance (MR), Special Products (SP), Audiology (S.A.T.) and Health Services (HS). In addition, there are the internal groups Software Components and Workstations (SW), Vacuum Technology (RV), Components (CO), and Customer Services (CS). Angiography, Fluoroscopy, and Radiography Systems (AX) and Computed Tomography (CT) are headquartered in Forchheim.

At present there are more than 100 companies focused on medical products and technologies in Erlangen. Of these some 50 have been founded or moved to Erlangen over the past six years. More than 20,000 people work in the medical field and health care, almost one in every four employees. In the greater Nuremberg-Fürth-Erlangen area, there are almost 250 companies in medicine, pharmaceuticals, and health care, employing some 70,000 people.

A particular advantage to this location is the expert knowledge in the fields of medicine and medical technology. Med alone receives more than 12,000 top-class and international groups of visitors annually. Closeness to the customer and powerful partners from research and industry result in intensive contacts between the companies – some of which are international – and ensure an atmosphere that stimulates innovation.

In 1998, Med dedicated the factory for **MR** and **SP** at Röthelheimpark in Erlangen. The buildings provide some 40,000 square meters of floor space, where magnetic resonance imaging systems and other special devices for diagnosis and therapy are developed and produced on a single floor by close to 1,000 employees. This “factory of the shortest route” results in significant cost savings, improved and more flexible workflows, and increased competitiveness when compared internationally. To date, Med has invested almost 100 million euros.

The high point of innovation in **MR** for example is the new magnetic resonance imaging technology known as Tim (Total imaging matrix), which received the 2004 Innovation Prize of German Industry.

With its Mammomat Novation, the **SP** product group has set new milestones in digital mammography. This mammography device meets all the requirements for modern mammography in one single system, from screening and diagnostics, to biopsy and reporting, to post-processing and archiving.

Also located at Röthelheimpark is **CO**, partner to the Med product groups and the medical world market for components and selected services. CO develops electronic components that serve as the basis for the world-class systems from Siemens Med.

**S.A.T.** presents tailored solutions for better hearing. Siemens hearing instruments combine modern chip technology with the latest developments in research on hearing impairment. This group developed the Acuris, the world’s first binaural hearing system with the world’s smallest radio. This hearing instrument offers those with two-sided hearing impairment the ability to optimally compensate for their hearing loss. With its “Centra” family of hearing instruments launched in May 2006, Siemens introduced the

first “learning” hearing instruments, setting new benchmarks worldwide in the area of hearing comfort. These hearing instruments not only provide a new, fully-automated system of noise suppression, but also note the volume preferences of the wearer – and set themselves accordingly.

**SW** develops software components and workstations for the various modalities, such as computed tomography, magnetic resonance imaging, nuclear medicine, and radiography systems. Its core element is syngo, the user interface for all Med imaging systems. syngo facilitates easy performance of various tasks and applications in medical imaging, from image acquisition, to post-processing, to data storage. The Leonardo Multi-Modality Workstation enables all image processing steps to be performed at a single workstation.

**HS** provides consulting and individual IT solutions that can be flexibly adapted to the various requirements in hospitals and private practices, and which ensure greater workflow efficiency. With syngo Suite the part of HS headquartered in Germany offers customers a highly efficient integrated RIS/PACS and post-processing solution that optimizes the complete workflow, from scheduling appointments by the referring physician, to examination planning and reporting.

The “Straton” X-ray tube is the latest development in the field of X-ray diagnostics by **RV**. The X-ray tube has been on the market since 2003 and was nominated for the 2005 German Future Prize. The Straton tube is the basis of Med’s high-performance computed tomography systems.

**CS** provides Med customers with product, system, and customer-related services. With Siemens Virus Protection, CS developed the first virus protection solution on the market for medical systems. It protects hospitals and physician’s offices from infected software on their systems and therefore also protects patients, whose health could be endangered by a delayed or imprecise diagnosis.

In 2005, the foundation was established for an additional project: the 18 million euro Med Training Center is managed by CS and was dedicated on July 29, 2006. Here on a

6500 square meter large area, product training courses are held for physicians, medical technologists, and technical personnel.

Med is one of the world's largest suppliers to the healthcare industry. The company is known for bringing together innovative medical technologies, healthcare information systems, management consulting, and support services, to help customers achieve tangible, sustainable, clinical and financial outcomes. Recent acquisitions in the area of in-vitro diagnostics – such as Diagnostic Products Corporation and Bayer Diagnostics – mark a significant milestone for Siemens as it becomes the first full service diagnostics company. Employing more than 41,000 people worldwide and operating in over 130 countries, Siemens Medical Solutions reported sales of 8.23 billion EUR, orders of 9.33 billion EUR and group profit of 1.06 billion EUR for fiscal 2006 (Sept. 30). Further information can be found by visiting [www.siemens.com/medical](http://www.siemens.com/medical)