



Siemens CVC At a glance

Feb 2013

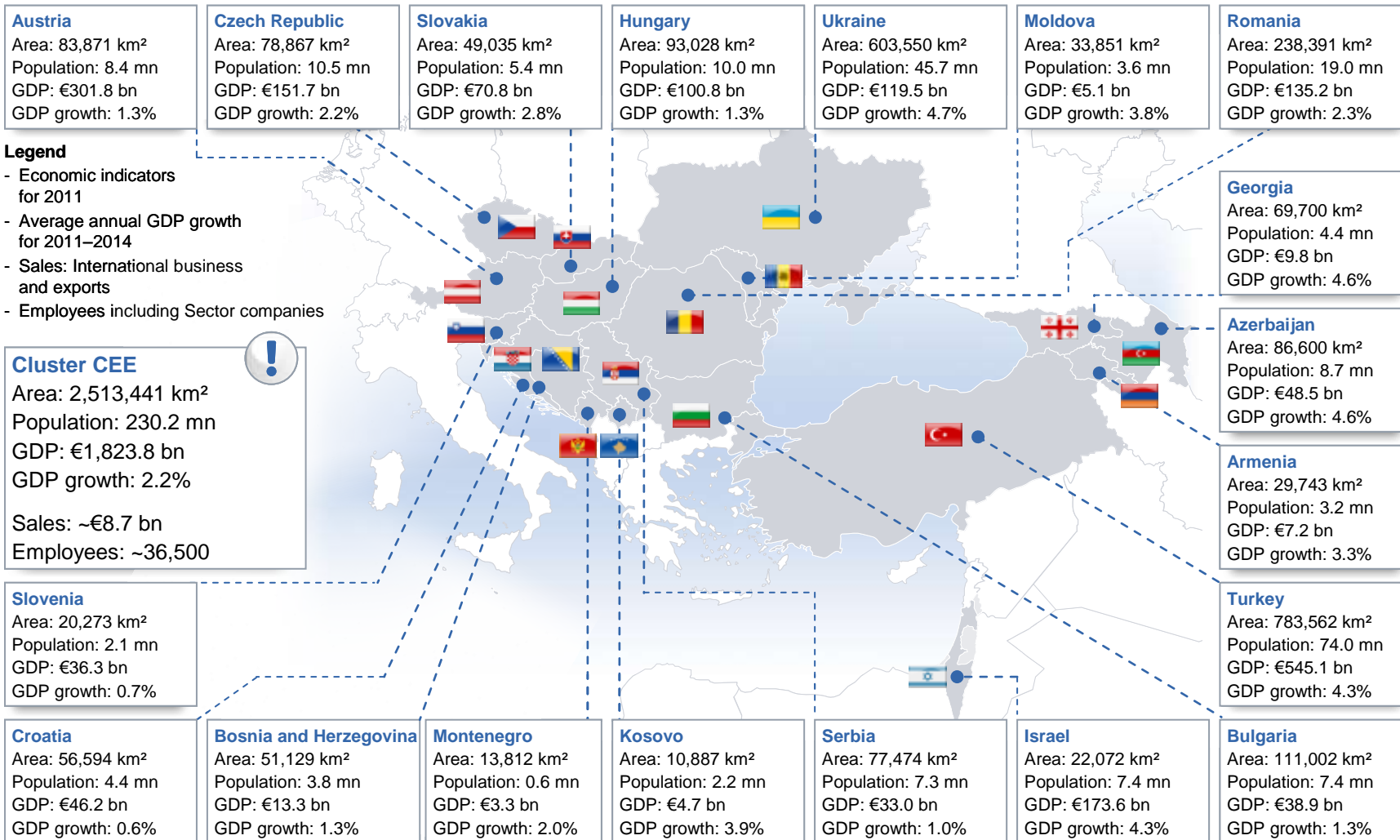


SYSTEM CERTIFIED

ISO 9001:2008
ISO 14001:2004

No.00106/1
No.00094/1

Cluster Central and Eastern Europe



Cluster CEE

Our Group Structure



*) Operations managed centrally.

**) Business unit – operations managed centrally.

Cluster CEE

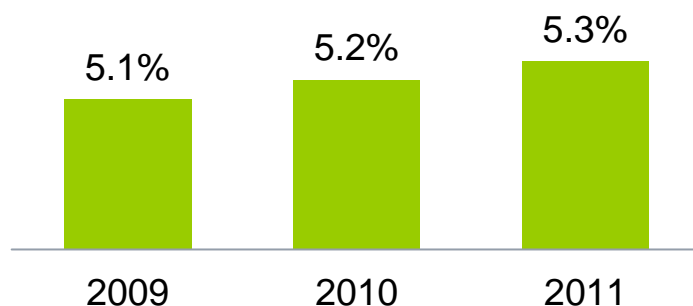
Innovation Is Our Lifeblood



Key R&D figures

- R&D spending: €3.925 billion in fiscal 2011, or 5.3% of revenue
- 27,800 R&D employees worldwide
- Roughly 17,000 software engineers
- 160 R&D locations in roughly 30 countries around the world
- 8,600 inventions in fiscal 2011
- 53,300 patents granted

R&D spending in percent of revenue



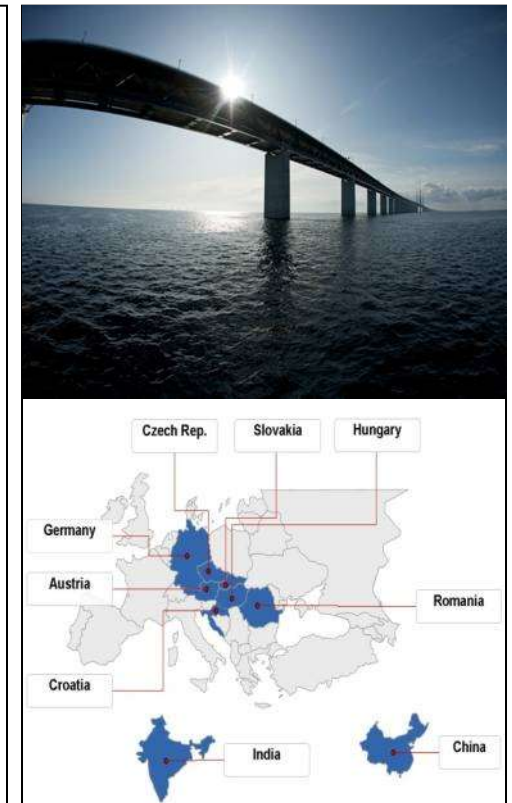
Ranking, recent highlights

- Our patent position in fiscal 2011:
 - Germany: No. 3
 - Europe: No. 1
 - USA: No. 9
- Most recent innovations:
 - Vitamin D blood test: diagnoses vitamin D deficiency quickly and reliably
 - Gearless 6-megawatt wind turbine: supplies up to 6,000 households with clean energy and weighs no more than a 2.3-megawatt turbine with gears
 - TIA Portal software platform enables design of all automation processes from a single computer screen

Siemens CVC – At a glance 2013

Who we are

- Siemens Convergence Creators is the **global partner for communication** and media demands within a broad range of market segments.
- We are a Siemens unit located in CEE, Germany, India, and China. Our presence in emerging and mature markets, together with a powerful network of partners, provides a strong basis for our **activities in more than 70 countries** all over the world.

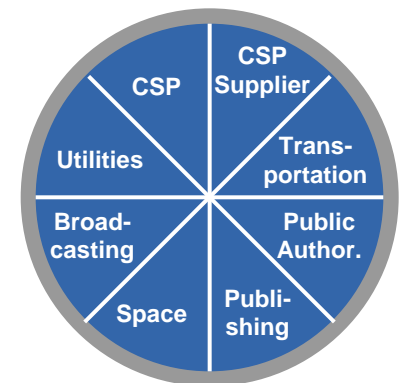


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Our customers

Innovative communication is essential for our customers' businesses!

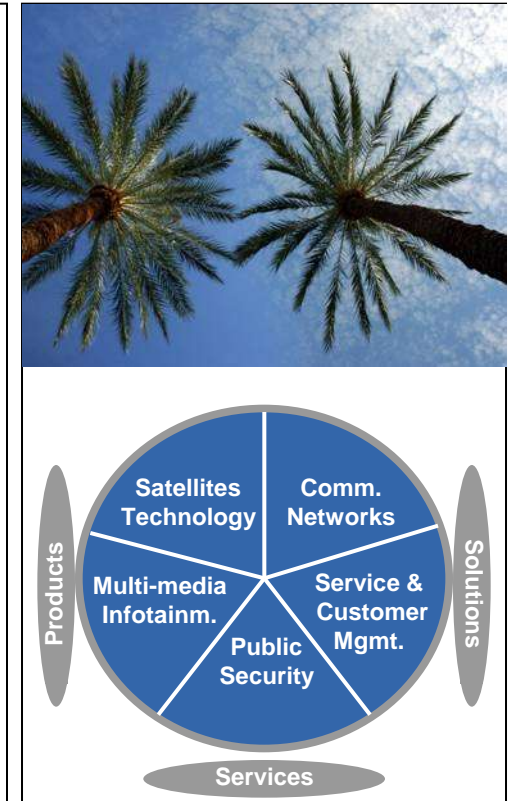
- Communication service providers (CSP)
- CSP suppliers
- Public authorities
- Publishing houses
- Broadcasting corporations
- Space agencies und satellite operators
- Transportation companies and infrastructure providers
- Utilities.



Siemens CVC – At a glance 2013

Portfolio I

- Our communication portfolio primarily **focuses** on the fields of communication networks, service and customer management, public security, multi-media infotainment, and aerospace technology.
- It comprises innovative **products**, turnkey **solutions**, and **services**, such as R&D, system integration, and managed services.
- It comes as a **full-service** package.



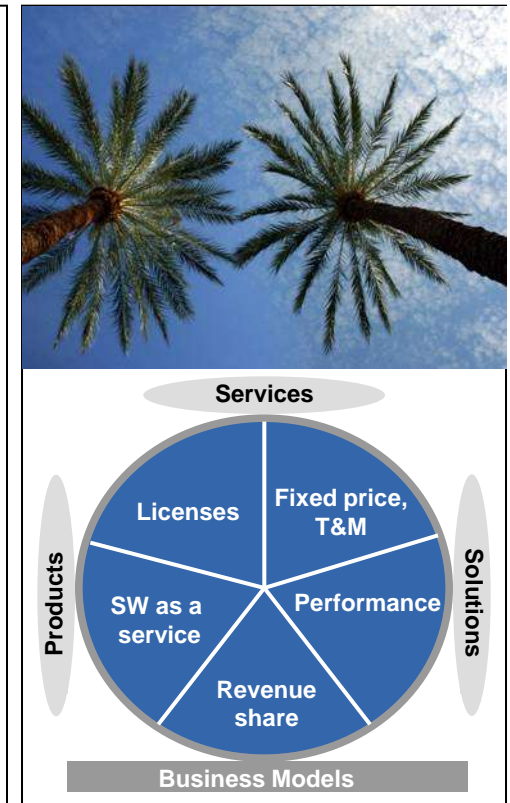
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Portfolio II

We provide our customers with a broad choice of **flexible business models**, e.g. based on

- fixed price,
- performance,
- revenue share,
- software as a service,
- licenses, and
- time & material,

thereby **optimizing** their capital and operational expenses, and, at the same time, **boosting** their ability to address new business opportunities.



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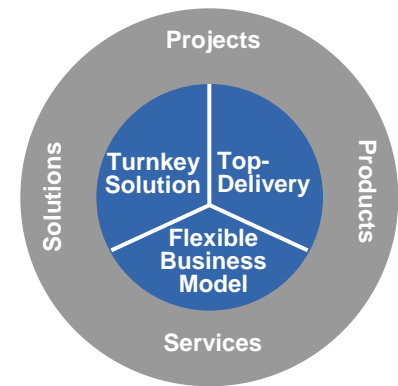
Selected lighthouse projects in dedicated areas I

Experiencing personalized interactive TV services – anytime & anywhere

- Infotainment system for cruise ships
- Over-the-top TV solution
- Solution design and system integration of large scale IPTV projects
- Intranet info system for media press centers.

Printing and publishing go digital

- Electronic publishing service
- Print media delivery management solution for publishing houses, distributors, and agents.



Siemens CVC – At a glance 2013

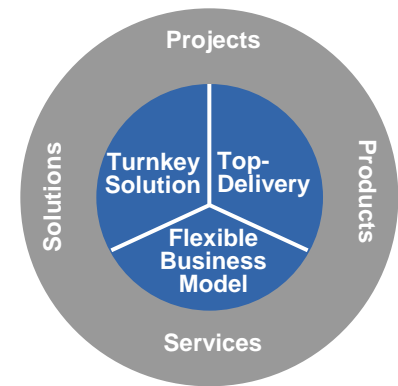
Selected lighthouse projects in dedicated areas II

Enhancing passengers' safety and comfort

- Satellite-based mobile phone infrastructure for airplanes and cruise ships
- Command & control system for video surveillance, passenger information, and emergency calls for public transport stations.

Increasing public security

- Turn-key professional mobile radio solution based on TETRA
- Lawful interception system for multi-vendor telco networks.



Siemens CVC – At a glance 2013

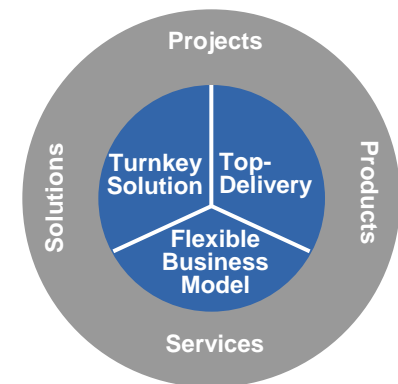
Selected lighthouse projects in dedicated areas III

Leveraging the full potential of telco business transformation

- Integrated inventory management system for multi-vendor and multi-domain networks
- Migration of legacy CRM solutions to off-the-shelf CRM product-based solutions
- Automation of subscriber provisioning and service mgmt.
- Converged network Authentication, Authorization & Accounting (AAA) and Policy & Charging Rules Function (PCRF) for multiple access technologies, such as 2G, 3G, LTE, xDSL, WiFi / WLAN.

Seamless extension of communication networks

- Planning, optimization, commissioning, integration, and system testing of optical, access, and mobile networks.

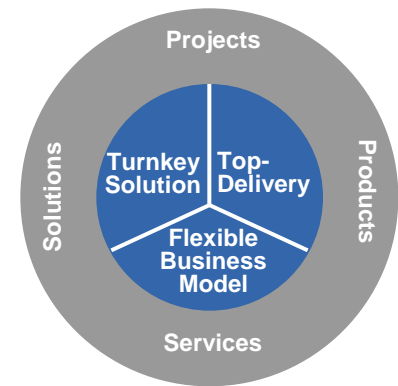


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Selected lighthouse projects in dedicated areas IV

Ensuring the operational capability of spacecrafts

- Efficient electrical ground support test equipment for Galileo satellites
- Satellite carrier monitoring and interference localization.



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What makes us stand out

- Long-standing expertise in driving communication-related subjects in **different industries**
- Well-proven skills and high reliability in managing **complex projects** spread across multiple international locations
- Providing **turnkey solutions** that are based on unique combinations of best-in-class products, services, and project expertise
- Flexible and efficient **business models** and processes.



Siemens CVC

22 locations in 9 countries

SIEMENS



Siemens Convergence Creators Romania

200 Employees

ISO 9001:2000
ISO 14001:1997
ISO 27001
CMMI Level 3

Established in 2001
Located in Brasov (HQ)
and Cluj-Napoca



Strong references in Software Development and
Telecommunication:

Public sector Romania

Telecom operators worldwide

Telecom Providers worldwide

Involved in NATO projects since 2007

**Siemens
Convergence Creators
Romania**

200 Employees

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CMMI Level 3

**Established in 2001
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Siemens Competences in Space



Portfolio 1/2



European market leader for RF / Telecommand, Telemetry & Control Special Check-Out Eqpt. and end-to-end solution provider for Payload, Instrument and Power **EGSE infrastructure**



Leading supplier of **Satellite Communication Monitoring Solutions** with more than 30% of transponders monitored by SIECAMS incl. Interference Localization, world first patented EasyLineUp solution, wide band monitoring and content monitoring.





Portfolio 2/2

SIEMENS

Well-recognized long term development partner and supplier of the **Space Craft Operating System SCOS 2000** for ESA and DLR



User Services and Security Infrastructure Provision for the ESA and DLR Earth Observation Ground Segment

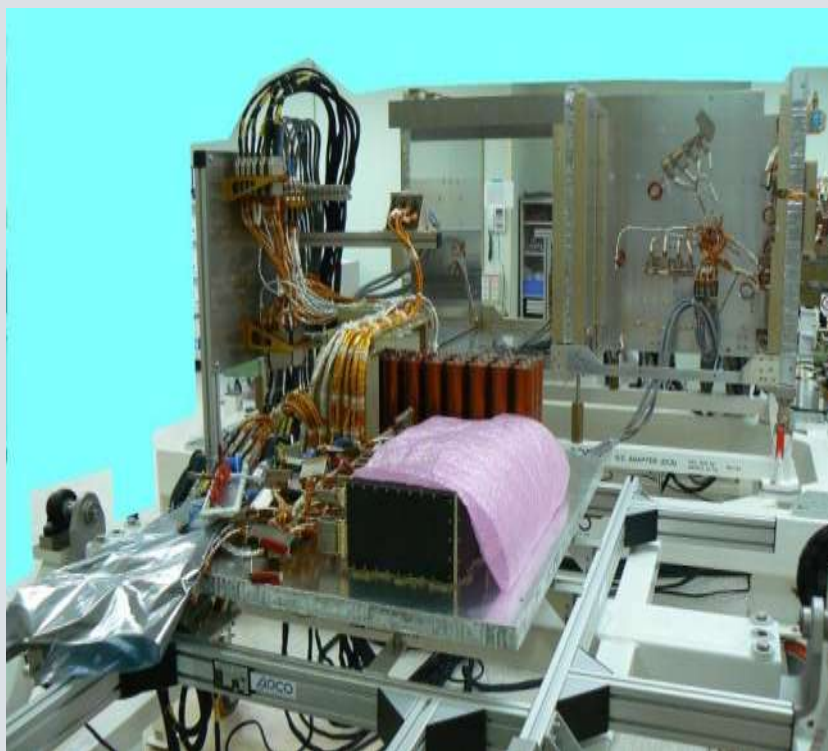




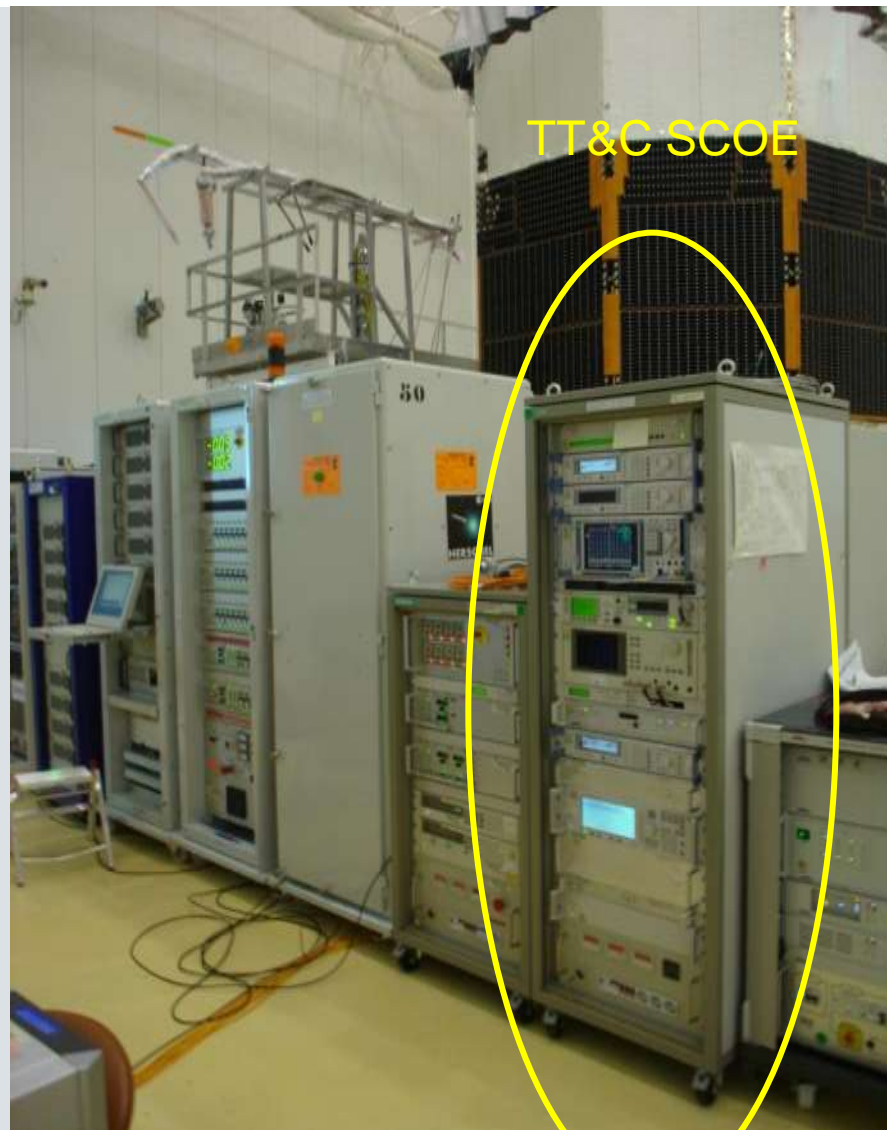
Telecommand, Telemetry & Control (TT&C) Tests Herschel Satellite



SCOE - Special Check-Out Equipment



Platform



TT&C SCOE



Power Subsystem Tests Planck and SWARM Satellites

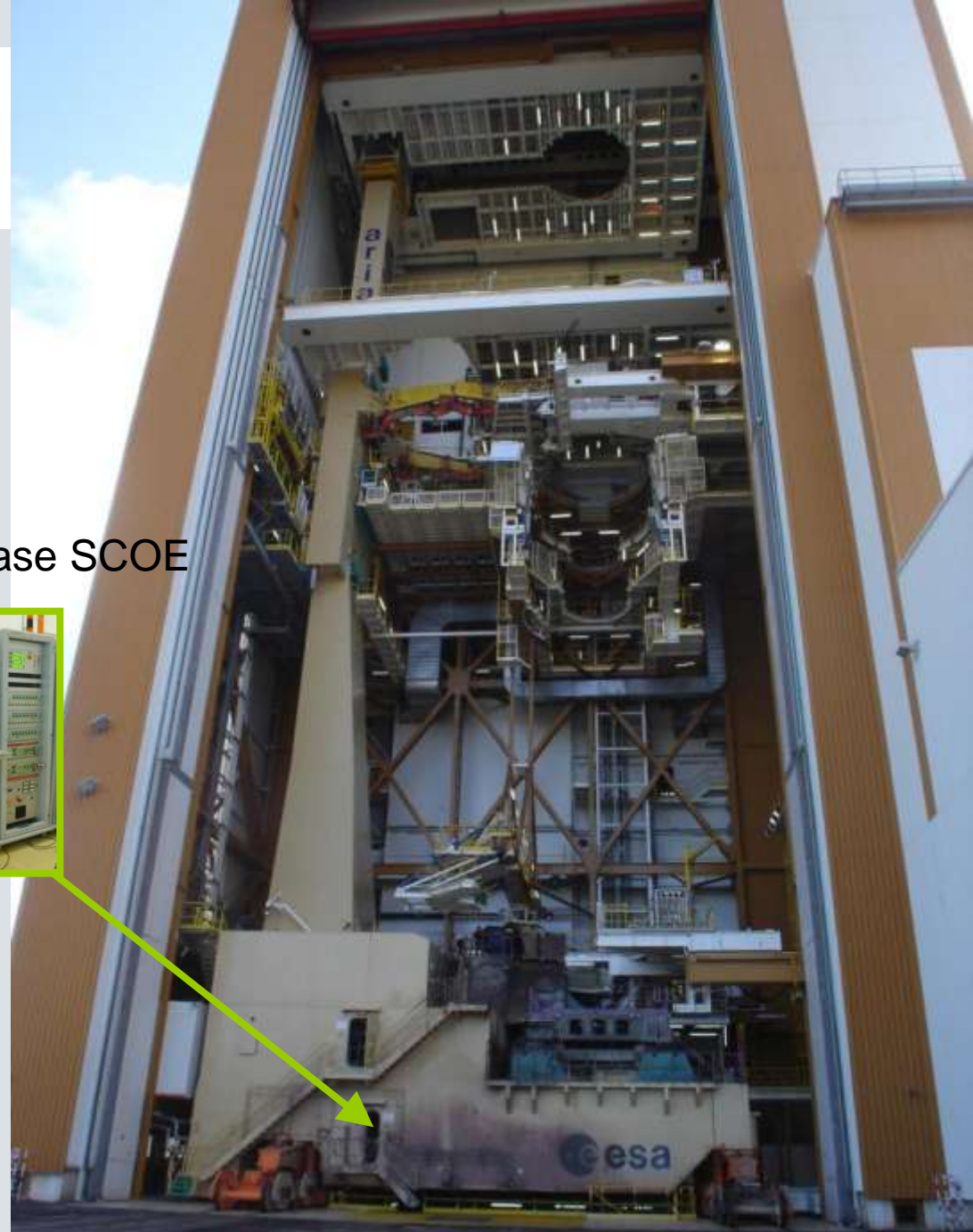




Launch Base Tests Ariane5 – Herschel Planck Launch



Launch Base SCOE





Industry references

SIEMENS





**Siemens ensures
Reliability in
Satellite
Manufacturing
Monitoring &
Communication**



Thank you for your Attention

SIEMENS

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Head of Sales

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