

Siemens and Dubai Airports seek to establish Data Hub and enhance passenger experience

- **Siemens and Dubai Airports sign Memorandum of Understanding**
- **Collaboration to use data analytics to improve airport optimization and passenger journey**
- **Siemens is using its IoT operating system MindSphere as a platform for new digital applications**

Siemens Postal, Parcel & Airport Logistics (SPPAL) and Dubai Airports signed a Memorandum of Understanding (MoU) to explore potential areas of collaboration that will enhance passenger experience and throughput, cost optimization and energy efficiency at Dubai International (DXB) and Dubai World Central (DWC). The MoU identifies the intent to explore potential areas of collaboration in the fields of data management and digitalization. As part of this agreement the companies aim at utilizing IoT technology and infrastructure as well as analytics capabilities, establishing a standardized and secure way to exchange quality-assured data across different stakeholders at the airports in real-time. For the digital technologies, Siemens is using MindSphere, its open, cloud-based operating system for the Internet of Things.

“By employing advanced data analytics and machine learning, a great deal of added value can be derived from data. Through this agreement, we would seek to help Dubai Airports improve ultimately the overall customer experience by analyzing various elements of airports processes, including passenger flows and interactions with airport facilities and existing bag and cargo flows. The use of the latest data technology will optimize the flow at each touchpoint and enhance productivity and efficiencies for the benefit of Dubai Airports and its customers,” said Michael Reichle, CEO of Siemens Postal, Parcel & Airport Logistics.

“Our ongoing focus is to use data, analytics and technology to boost service, throughput and efficiency across the board simultaneously,” said Michael Ibbitson, Executive Vice President of Technology and Infrastructure at Dubai Airports. “Siemens has extensive expertise in this area and a long and successful track record working with Dubai Airports. We are excited about unleashing the potential of closer collaboration for the benefit of our customers and our bottom line.”

Under the MoU, activities of collaboration cover among other things joint opportunities for pilot studies as well as research and development. The companies will examine opportunities ranging from intelligent passenger flow management, maintenance cost reductions, power supply efficiencies and predictive asset management.

In its push towards strengthening its digital presence, Siemens also plans to set up two MindSphere Application Centers in the United Arab Emirates. The company has made a commitment to setting up 20 of these MindSphere Application Centers in 17 countries. Each of the centers spans multiple locations and specializes in a particular industry in which Siemens is active. At these centers, around 900 software developers, data specialists and engineers work together with Siemens customers to develop digital innovations for data analysis and machine learning. These new solutions are being developed on MindSphere.

In the United Arab Emirates, the two new centers will be located in Dubai and Abu Dhabi. The MindSphere Application Center in Dubai will handle airports, logistics and cargo to co-develop innovative approaches that improve the movement of people and goods. The center will optimize the efficiency of logistics by leveraging advanced analytics and IoT solutions provided by Siemens. The other center in Abu Dhabi will cater to process industries, mainly focusing on oil and gas as well as water and waste water, enabling customers to improve operational efficiency and reduce their costs across the whole value chain.

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Siemens Postal, Parcel & Airport Logistics GmbH (SPPAL) headquartered in Constance, Germany, is a fully owned subsidiary of Siemens AG. SPPAL is a leading provider of innovative products and solutions in mail and parcel logistics and automation as well as in airport logistics with baggage and cargo handling. Software solutions and customer services along the whole product life cycle complete the portfolio. The company has an installed base in more than 60 countries worldwide. Major customers include renowned airports as well as postal and parcel service providers around the globe. Further information is available on the Internet at: www.siemens.com/logistics

Siemens AG (Berlin and Munich) is a global technology powerhouse that has stood for engineering excellence, innovation, quality, reliability and internationality for 170 years. The company is active around the globe, focusing on the areas of electrification, automation and digitalization. One of the world's largest producers of energy-efficient, resource-saving technologies, Siemens is a leading supplier of efficient power generation and power transmission solutions and a pioneer in infrastructure solutions as well as automation, drive and software solutions for industry. With its publicly listed subsidiary Siemens Healthineers AG, the company is also a leading provider of medical imaging equipment – such as computed tomography and magnetic resonance imaging systems – and a leader in laboratory diagnostics as well as clinical IT. In fiscal 2017, which ended on September 30, 2017, Siemens generated revenue of €33.0 billion and net income of €6.2 billion. At the end of September 2017, the company had around 377,000 employees worldwide. Further information is available on the Internet at www.siemens.com.