

# Corporate SE&A MarCom update

Volume 2, Issue 2

Public Relations

Dec. 2, 2002

An interesting bit of news to start off the month, highlighting the importance of a Siemens One view in day-to-day activities. Bill White of the **Food & Beverage BU** called PR looking for information on Siemens wireless products for two important customers, **PepsiCo and Philip Morris**.

The PepsiCo customer wanted to get his hands on a new **FX 56 Pocket PC** phone that had been hyped by ICM and Microsoft but was a week away from introduction. The Philip Morris customer was interested in a wireless tablet PC called the SIMPad that he happened to see on the German ICM website.

Taking advantage of contacts made over the years, PR was able to gain some intelligence from ICM in San Diego that enabled Bill's group to come through for the customer. In the case of the PepsiCo client, the FX 56 was handed to a sr. executive as he boarded a plane for an extended business trip. Bill was able to make his client look good, and Siemens certainly earned some major points for being able to deliver the goods on deadline.

In the case of the SIMPad, it turns out that the product was only available through Munich and only in quantities. Nevertheless, Bill made contact with the appropriate ICM associate and as of two weeks ago, Philip Morris was in advanced negotiations with Siemens to purchase 100,000 SIMPads. The magnitude of this order has ICM scrambling to ramp up production. Nevertheless, if the order goes through, it should go to SE&A's bottom line.

Bill White was also instrumental in reviving a case history project with the **Baltimore Brewing Company**, a microbrewery building a strong regional market in D.C, Md., Pa., and Va. It's a good example of a small operation that integrated PC-based control and HMI economically. The brewery/restaurant happens to sit on a property in Baltimore that has had some sort of brewing operation since colonial times, and the owner comes from a family in Holland that has owned the Grolsch brand of beer for over 300 years. A first draft of the article written by PR is with the customer for review.

Two facilities were recognized earlier for cleaner manufacturing and safer environments. PR drafted a press release citing a cleaner Tucker and a safer Bellefontaine and distributed to a wide range of trade and local press.

It's official. **SWTS is now Siemens Industrial Services**. PR drafted a press release stating so and once more distributed to a broad selection of trade press editors.

**EC&M editor Mike Eby**, a rabid football fan who favors the Washington Redskins and detests the NY Giants, was treated to a satisfying outcome as the **Houston Texans** eked out a win over the Giants at Reliant Stadium. Eby, along with other customers, enjoyed a great view of the game and outstanding amenities from the Siemens suite. He also heard a presentation on how Reliant became a Siemens One prototype project and toured the facility the Monday following the game. PR encourages anyone with the opportunity to take advantage of an outstanding sales resource—Reliant Stadium and the NFL.

- cont. -

**Steve Morgan**  
Corporate Marketing Communications  
Siemens Energy & Automation, Inc.  
3333 Old Milton Parkway, Alpharetta, GA 30005

770-751-2477  
email: [steve.morgan@sea.siemens.com](mailto:steve.morgan@sea.siemens.com)

Company Confidential

PR – Nov. 2002

Working with Siemens Corp., PR and Brian Balmes of RID completed their second **VNR—video news release—this time on arc fault circuit interrupt technology**. Through a special arrangement with Siemens Corp., VNR specialist Media Link develops and distributes the video at no costs to SE&A. Via satellite, local TV stations nationwide can pick up the video. Let us know if you have a project or product that could lend itself to video.

Bobby West, an independent electrical contractor, is the happy owner of a white Dodge Durango after winning the Siemens **Drive to Rewards** promotion. The Arkansan found the winning tickets through distributor Keathley-Patterson of Conway, Ark. PR has coordinated a photo shoot and will distribute photo and caption to trade and local press.

A rose by any other name...The press release is written, but the LLC has not settled on a name. When it does, PR will distribute an announcement on the **SE&A-SBT limited partnership** established to provide maintenance to more than 400 explosive detection devices being installed at commercial airports nationwide by a Boeing-Siemens joint venture.

PR attended the **A&D international press conference in Dusseldorf the week of November 11**. The press conference took place at a Bayer chemical plant, followed by plant tours to showcase the automation and IT integration accomplished by Siemens. Several editors representing U.S. publications were in attendance. The presentations and other documentation will be merchandised to industry publications.

Respectfully submitted,

Marc Marton  
Steve Morgan