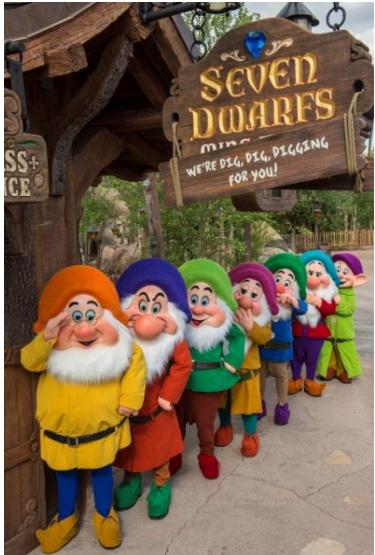


Siemens Technology at the new Seven Dwarfs Mine Train



Lake Buena Vista, FL – Since 1937, Snow White and Seven Dwarfs have been entertaining audiences of all ages. As of May 28, 2014, the story found a new home within the largest expansion at the *Magic Kingdom®* Park. The Seven Dwarfs Mine Train, along with a host of new attractions, shows and restaurants now call New Fantasyland home.

The Seven Dwarfs Mine Train, an exciting family coaster, features a forty-foot drop and a series of curves that send guests seated in mine cars swinging and swaying through the hills and caves of the enchanted forest.

As part of the systems used to manage the operation of this new attraction, Walt Disney Imagineering chose Siemens to help automate many of the attraction's applications. Thanks to

Siemens innovations, Sleepy, Doc, Grumpy, Bashful, Sneezy, Happy and Dopey entertain the guests while Siemens technologies are hard at work throughout the infrastructure of the attraction. This includes a host of Siemens' systems to ensure that the attraction runs safely and smoothly so that the mine cars are always a required distance from each other. Siemens equipment also delivers real-time information to the Cast Members operating the attraction for enhanced safety, efficiency and communication.

The same Safety Controllers, SINAMICS safety variable frequency drives and Scalance Ethernet switches are also found throughout other areas of the new Fantasyland such as the new Dumbo the Flying Elephant®, and Under the Sea – Journey of the Little Mermaid attractions. And Siemens Fire and Safety technologies are found throughout Cinderella Castle. Siemens deployed the XLS fire alarm system in conjunction with Vesda detectors at the Seven Dwarfs Mine Train attraction and throughout the new Fantasyland. The XLS and its predecessors, the MXL and System3 protect over six hundred locations across the *Walt Disney World®* Resort.

Siemens technology has also been deployed in numerous critical operations at Disney Parks and Resorts outside the U.S. Siemens engineers work in concert with Disney's Design and Engineering teams, Theme Park Operations and Walt Disney Imagineering, to solve challenging applications which contributes to the technology tools that Walt Disney Parks and Resorts utilizes to deliver magical guest experiences.

The continued collaboration between Siemens and Walt Disney Imagineering is a result of the Siemens-Disney Strategic Business Alliance that began in 2005. This twelve-year technology and marketing relationship has several advantages for Siemens presence in the U.S. The marketing operation within the alliance provides Siemens a platform to showcase its various technologies to the general public. Through a series of strategically placed brand activations, the Siemens name is associated with some of the most iconic attractions and shows at *Walt Disney World®* Resort in Florida and *Disneyland®* Resort in California.

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Siemens is the proud presenting sponsor at Spaceship Earth at *Epcot®*, Project Tomorrow at *Epcot®* and Innoventions Pavilion Disneyland, IllumiNations: Reflections of Earth at *Epcot®*, Osborne Family Spectacle of Dancing Lights at *Disney's Hollywood Studios®*, and *It's a Small World®* Attraction at *Disneyland®* Resort.

The alliance also provides a unique position for Siemens to showcase its technologies to customers across Disney's travel destinations including: Disney Cruise Line, Disney Vacation Club, and Walt Disney Parks and Resorts. Through the alliance, Siemens provides its products and services across the Siemens business units in automation, safety systems, and building technologies among other customized solutions and services.

"With millions of park guests expected to experience the new Fantasyland expansion this year at the *Magic Kingdom®* Park, the opportunity to be a part of this extraordinary family attraction experience is another capstone project in the Siemens and Disney relationship," said Darren Sparks, Siemens Corporate Affairs and Communications. "This advantage allows us an opportunity to leverage the Disney U.S. Alliance as a 'lighthouse' technology showcase that continues to generate interest from our customers worldwide."

