

PRESS RELEASE

ADAMOS Digital Day

Mechanical engineering firms cooperate in digitization, Baden-Württemberg's Interior Minister Strobl supports digital transformation

Bietigheim-Bissingen/Leonberg, May 31, 2019 – Digital transformation is currently the greatest challenge for the German mechanical engineering industry. How do companies gain a foothold in digitization? And how can they support those using their machines through digital networking and smart apps? Answers to these questions were given at the ADAMOS Digital Day on Wednesday, hosted by mechanical engineering firm DMG MORI in Leonberg. The main thrust of the event: mechanical engineering firms must join forces on issues of digitization and platform economy. Baden-Württemberg's Interior Minister Thomas Strobl, who is responsible in the state government for digitization issues, told around 300 SME guests: "Baden-Württemberg is one of the top international innovation and industry locations and is Europe's number 1 region for innovation. So, the platform economy has a central role. These platforms offer mechanical and plant engineering firms new possibilities for optimizing production operations and value creation. Portals such as ADAMOS can be of particular benefit to small and medium-sized companies in this industry in the whole of Baden-Württemberg – and they constitute the fundamental backbone of our Baden-Württemberg economy."

ADAMOS is a network of 12 German mechanical engineering firms plus Software AG. They have developed a platform for the Industrial Internet of Things (IIoT), which constitutes the backbone for the digitization of industrial production processes. It collects and analyzes production data and allows it to be utilized in applications

Dürr Aktiengesellschaft
Corporate Communications & Investor Relations
Carl-Benz-Str. 34
74321 Bietigheim-Bissingen
Germany

Phone +49 7142 78-1785
Fax +49 7142 78-1716

corpcom@durr.com
www.durr-group.com

that optimize production. Examples include apps for predictive maintenance and for improving machine utilization.

At the Digital Day, ADAMOS showcased its technologies and presented solutions for digitization, together with founding companies DMG MORI and Dürr. The event was attended by around 80 mechanical engineering firms and technology companies from southern Germany – from small SMEs through to global players. Representing the German Mechanical and Plant Engineering Association (VDMA) on the podium were Hartmut Rauen (Deputy Executive Director) and Volker Schnittler (Project Manager Platform Economy). The German Academy of Science and Engineering (acatech) was represented by its President, Karl-Heinz Streibich.

Ralf W. Dieter, CEO of Dürr AG and Chairman of the ADAMOS Advisory Board, called for greater cooperation among mechanical engineering firms, given the importance of digitization: “German mechanical engineering firms must join forces. Digital transformation is so complex that companies shouldn’t tackle it on their own. If we share our knowledge and use common standards, we will be able to maintain our leading position in the digital age.”

Christian Thönes, CEO of DMG MORI AKTIENGESELLSCHAFT and member of the ADAMOS Advisory Board, said: “ADAMOS is unique! Digitization is only possible with strong partners. ADAMOS is open in terms of both network and technology; we learn from each other and support each other in developing end-to-end solutions. Together we will step up digitization with the help of innovative solutions for the mechanical engineering sector. Developed by mechanical engineering firms for mechanical engineering firms, their suppliers and customers.”

Guests at the ADAMOS Digital Day could familiarize themselves with current digital technologies. These included software solutions for the real-time analysis of machine data and an ADAMOS app for optimizing overall equipment effectiveness. In addition, ADAMOS GmbH reported on agile software development and innovative business models for digital services.

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Based in Darmstadt, ADAMOS GmbH was founded in 2017 by Software AG and the mechanical and plant engineering firms Dürr, DMG MORI, Zeiss and ASM. The ADAMOS IIoT platform is open to mechanical engineering firms and their customers and is the industry's collective response to the challenges of digitization. Together, ADAMOS GmbH and its member companies also promote the development of digital service apps, which enable machine users to optimize their production processes, for example through longer running times or improved utilization.

The photos for this press release can be found [here](#).

The Dürr Group is one of the world's leading mechanical and plant engineering firms with extensive expertise in automation and digitization/Industry 4.0. Its products, systems and services enable highly efficient manufacturing processes in different industries. The Dürr Group supplies sectors like the automotive industry, mechanical engineering, chemical, pharmaceutical and woodworking industries. It generated sales of € 3.87 billion in 2018. In October 2018, the Dürr Group acquired the industrial environmental technology business of US-based company Babcock & Wilcox, comprising the Megtec and Universal brands. Since then, it has over 16,300 employees and 108 business locations in 32 countries. The Group operates in the market with five divisions:

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- **Application Technology:** *robot technologies for the automated application of paint, sealants and adhesives*
- **Clean Technology Systems:** *air pollution control, noise abatement systems and battery coating lines*
- **Measuring and Process Systems:** *balancing equipment as well as assembly, testing and filling technology*
- **Woodworking Machinery and Systems:** *machinery and equipment for the woodworking industry*

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Germany

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Fax +49 7142 78-1716

corpcom@durr.com
www.durr-group.com

Contact:

Dürr AG

Günter Dielmann / Mathias Christen

Corporate Communications & Investor Relations

Phone +49 7142 78-1785 / -1381

Fax +49 7142 78-1716

E-Mail corpcom@durr.com

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