

Press Information

Relaunch of the Siemens Mobility Division website with CONTENS

Munich 4 June 2008 –The relaunch of the Siemens Mobility Division website has lead to a noticeable improvement in overall clarity of the website, the overview of the extensive online product range was also simplified. The enhanced navigation allows contents to be accessed more easily, while the new large-scale image concept visualizes the diverse offers of this division at a glance. The technical realization was carried out by the CONTENS Professional Services according to the corporate design specifications.

The Mobility Division (www.siemens.com/mobility) of the international leading transport and logistic service provider from the Siemens Industry sector has improved its internet website in aspects concerning content and visual appearance based on the content management platform from CONTENS.

The new layout structure permits a more up-to-date and variable design of the pages. Visitors of the website will find that the navigation is made much easier by the clear layout of the page elements. The arrangement of the navigation was upgraded making the retrieval of content much easier for visitors. Furthermore, the new link concept allows contents on more in-depth pages to be located much faster. The look & feel of the pages is dominated by large images, these let the visitor overlook the extensive solution and product service range of the company in one glance.

“The realization of our new online appearance was easily and quickly accomplished with CONTENS, “Armin Sendner, responsible for the relaunch of the Siemens Mobility Division website is happy to report. The visual and structural development of the online appearance takes the Siemens service offering and the organization, as well as the current Siemens Style guide into account. The objectives for the new appearance were determined by Siemens online-expert according to the results of comprehensive visitor surveys and through the thorough analysis of prior user patterns.

The Mobility Division of Siemens has been using the content management platform provided by CONTENS since 2004 in a number of internet websites and intranet appearances. From that time on the website hit rate was significantly

increased, while maintenance costs for the online services could be significantly reduced.

About the Siemens Mobility Division

The Siemens Industry Sector is the worldwide leading supplier of production, transportation, and building technology. With integrated hardware and software technologies as well as comprehensive industry-specific solutions, Siemens increases the productivity and efficiency of its customers in the field of technology and infrastructure. The sector consists of six divisions: Building Technologies, Industry Automation, Industry Solutions, Mobility, Drive Technologies, and OSRAM. With around 209,000 employees worldwide Siemens Industry (www.siemens.com/industry) achieved in fiscal 2007 (as of September 30) total sales of approximately 40 billion EUR (pro forma, unconsolidated).

The Siemens Mobility Division is the internationally leading provider of transportation and logistics solutions. With its "Complete Mobility" approach, the Division is focused on networking the various models of transportation in order to ensure the efficient transport of people and goods. Complete Mobility combines the company's competence in operations control systems for railways and traffic control systems for roadway together with solutions for airport logistics, postal automation, traction power supplies, and rolling stock for mass transit, regional and mainline services, as well as forward-looking service concepts.

About the CONTENS Software GmbH

CONTENS Software GmbH provides content management software (CMS) for companies with sophisticated online communication needs. Its line of products meets the demands of businesses from small online editors to international companies.

A strong network of experienced partners conceives innovative and customized CONTENS solutions and implements them according to individual demands. With the help of the CONTENS platform-independent CMS products, businesses can quickly realize and edit extensive online projects without any prior programming knowledge.

Several well-known companies depend on the content management products provided by CONTENS such as Adecco, Biotest, Blanco, Brose, the Concordia Insurance group, Eli Lilly, the HypoVereinsbank BKK, the HVB Direkt, John Deere, the cantons of Aargau and Freiburg, manager-lounge, the Max Planck society, Mövenpick Hotels & Resorts, the MVV Energie AG, the Oettinger Imex

Group (among others „Davidoff“), Ratiopharm, RTL, the Schwyzer Kantonalbank, Siemens Mobility, the town of Biel, and T-Mobile.

Further information

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