

Siemens Acquires Lightwork Design. Questions and Answers.

Strategic Rationale

<p>What is the strategic rationale for the deal?</p>	<ul style="list-style-type: none"> • Siemens continues to invest in software offerings for the Digital Enterprise, connecting virtual product development and production planning with the real production environment and lifecycle support. • These solutions support the 'digital twin' of the product: from the initial product design, sophisticated product engineering, simulation and test, and design visualization. • With advanced photorealistic rendering and visualization increasingly becoming a norm in our key industries, the compelling trends of augmented reality, virtual reality, model based engineering, digital mock up and mobile visualization set new requirements for product design and virtual validation and verification – for both Siemens PLM Software customers and other Independent Software Vendors. • With the addition of Lightwork Design, Siemens will provide customers enhanced 3D data visualization, high end rendering and VR capabilities via its comprehensive suite of 3D product lifecycle management (PLM) applications. • In addition, the acquisition expands Siemens' 'open business' strategy with a commitment to continue to provide software toolkits for 3D data pre-processing for visualization, rendering and virtual reality, helping continue Siemens' market-leading position in technology licensing to independent software vendors.
<p>What does Lightwork Design do?</p>	<ul style="list-style-type: none"> • Lightwork Design is a computer software and technology licensing company specializing in high quality 3D rendering software development and integration, visual configurators and VR experience generation. • The current domains for Lightwork Design include: <ul style="list-style-type: none"> ○ Application Development - building solutions and applications to integrate high quality visualization within design workflows. ○ Visual Configurators - solutions to create interactive, interchangeable visuals for products from initial design to the point-of-sale ○ Visualization Workflow – automation and streamlining high quality visualization data processing for design review and analysis ○ SDK Integration – Integration of Iray®+ into distinct CAD systems and design applications across sectors from engineering to media and entertainment
<p>What is the purchase price of the transaction?</p>	<ul style="list-style-type: none"> • Siemens acquires 100 percent of the share capital of Lightwork Design. Terms of the acquisition will not be disclosed except as

required of the selling shareholders for financial reporting purposes.

Customers

Who are Lightwork Design's main customers?	<ul style="list-style-type: none">• Lightwork Design work with customers from different sectors to meet their design workflow and visualization needs, whether that be through the development of a point-of-sale configurator or the integration of the technology into their design applications.• For nearly 30 years Lightwork Design has been building lasting relationships with world-leading software and design companies, integrating technology, offering support and making sure that their stakeholders - internal and external - have the best user experience possible.
What are the benefits of the acquisition to Lightwork Design and Siemens' customers?	<ul style="list-style-type: none">• For Siemens PLM Customers - we will continue development of the best high quality rendering and visualization solutions for our customers; keeping ahead of the game in the ever changing visualization and virtual reality market, while adding such capabilities to Siemens PLM Software offerings.• For Siemens ISV Customers – we will extend our current market-leading 'open business' approach with the addition of rendering, visualization and virtual reality offerings to our PLM Components business.• For Lightwork Design Customers – we will continue to develop existing product and services offerings, as well as future capability, thus ensuring continuity and further enhancements to the Lightwork Design offerings.

Employees & Locations

How many employees does Lightwork Design have?	<ul style="list-style-type: none">• The company has approx. 30 employees, mainly based in Sheffield, UK.
Into which business unit will Lightwork Design be integrated?	<ul style="list-style-type: none">• Lightwork Design will become part of the Siemens PLM Software, a business unit of the Digital Factory division.• The Lightwork Design team will become part of the PLM Components business of Siemens PLM Software.
What does this acquisition mean for Lightwork Design's employees?	<ul style="list-style-type: none">• Siemens PLM software will acquire and integrate a strong team of experts in the increasingly important field of 3D data visualization, high end rendering and VR capabilities. The Lightwork Design team, in turn, will join a leading provider of integrated product development and manufacturing solutions with a strong footprint in the key industries Lightwork Design currently serve.

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