Silver Market and Industry Customers
A few examples

Dr. Peter Mertens, General Manager,
Siemens KK Tokyo, Corporate Technology Department, and
SIMOT Professor, Tokyo Institute of Technology
Support life with higher age: Audiology
Being able to address “Best Agers’s” lifestyle interests

<table>
<thead>
<tr>
<th>Lifestyle Interest</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Home</td>
<td>60</td>
</tr>
<tr>
<td>Good food</td>
<td>56</td>
</tr>
<tr>
<td>Traveling</td>
<td>52</td>
</tr>
<tr>
<td>Furnishing/Fitting</td>
<td>44</td>
</tr>
<tr>
<td>Garden</td>
<td>40</td>
</tr>
<tr>
<td>Clothing</td>
<td>39</td>
</tr>
<tr>
<td>Health/Wellness</td>
<td>37</td>
</tr>
</tbody>
</table>

Standard of living is of high priority for many German Best Agers.

Support life with higher age:
Prevention and Early Detection are key

Example: Breast cancer

Early detection increases survival rate and reduces treatment cost

Survival by stage of diagnosis; American Cancer Society
Page 3 2008-06-13 © Siemens AG
Support life with higher age:
Early screening for cardiovascular disease saves lives and funds
Early Detection: Computed Tomography
Improving patient experience at improved quality of care

Workflow improvement: No β-blocker application necessary

With β-blocker: Prepare Patient → Response time of medication after application → Pre-scan exam. → CT Scan

Without β-blocker: Prepare Patient → CT Scan → DSCT saves up to:
- 68 min vs. oral β-blocker appl.
- 10 min vs. IV β-blocker appl.

Improved Patient Experience
Improved Quality of Care
Support life with higher age: Personalized medicine, combining in vitro and in vivo diagnostics with healthcare IT

1. Fluid analysis
2. In vitro tests indicate disease markers.
3. PET/CT scan localizes and characterizes the abnormality.
4. Data integration.
   With knowledge-based IT, determine the ideal combination of treatment.
5. Follow-up with in vitro and in vivo tests
Support life with higher age: Integrated prevention, diagnostics, and care

Example: Breast cancer

**Prevention and Early Detection**
- Physical examination
- Genetic marker panel
- Mammography

**Diagnosis**
- In Vitro Diagnostics (IVD)
  - Assay sensitive to protein expression
- In Vivo Diagnostics (Imaging)
  - Mammography; sonography; breast MRI
  - Molecular imaging PET-CT, SPECT-CT

**Therapy**
- Molecular diagnostics for therapy selection
- Resection, image-guided radiation therapy, chemotherap and/or hormone-therapy

**Care**
- Physical examination
- DNA- and proteomic tumor markers
- I.e. imaging (e.g. liver sonography)
Experienced workers play important roles
Accommodating older workers: Working environment and accessibility

- Health related issues of older workers e.g. diminished visual or hearing acuity (see ch. 24, p. 363)
- Age related cognitive changes e.g. decrease in selective attention (see ch. 24, p. 363)

Accommodating older workers: Working environment and accessibility

- Health related issues of older workers
  - e.g. diminished visual or hearing acuity
  - (see ch. 24, p. 363)
- Age related cognitive changes
  - e.g. decrease in selective attention
  - (see ch. 24, p. 363)
- Simple working environment changes
  - e.g. increased luminance contrast
  - (see ch. 24, p. 363)
- Universal access principles
  - e.g. multimodality, graphical cues
  - (see ch. 24, p. 364)

Machine tool graphic programming
Intuitive – fitting to the workplace – encodes expertise
Beneficial for experienced and young alike!!
PLM Software to plan and simulate the full production process – including age related ergonomics
Integrated product life cycle support:
Siemens is the sole provider for the full chain!

- Integrated process reduces errors and throughput time
- Automated steps greatly improve productivity
- Intuitive graphics and handling accommodate experienced and young alike
- Ergonomics and HMI planning are part of the process
Impact of Demographic Change for Industry

Opportunity:

- Support life with higher average age
  Active Seniors
  Healthcare: Workflow oriented, personalized, integrated
Impact of Demographic Change for Industry

Opportunity:
- Support life with higher average age
  Active Seniors
  Healthcare: Workflow oriented, personalized, integrated

Challenges that lead to opportunities:
- Prevent loss of skills from retirement
  Intelligent automation, smart SW, Meister system
- Accommodate older workers
  Appropriate tasks, universal access, ergonomics
- Survive with fewer workers
  Automation, virtual engineering, integrated lifecycle
Conclusion

- These products and ideas are all useful not only for older workers, but **make sense in their own right.**
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- These products and ideas are all useful not only for older workers, but make sense in their own right.

- The products best suited for the B2Industry Silver Market will not be “Silver specific” products, but well designed products with an emphasis on usability and problem solving.