

Silver Market and Industry Customers

A few examples

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Support life with higher age: Audiology

Being able to address “Best Ager’s” lifestyle interests

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‘I am ready to spend a lot of money on ...’

Home 60

Good food 56

Traveling 52

Furnishing/Fitting 44

Garden 40

Clothing 39

Health/Wellness 37

%

Source: w&v-Compact
3/2006, 7 (data: 2005)

Standard of living is of high priority for many German Best Ager’s.



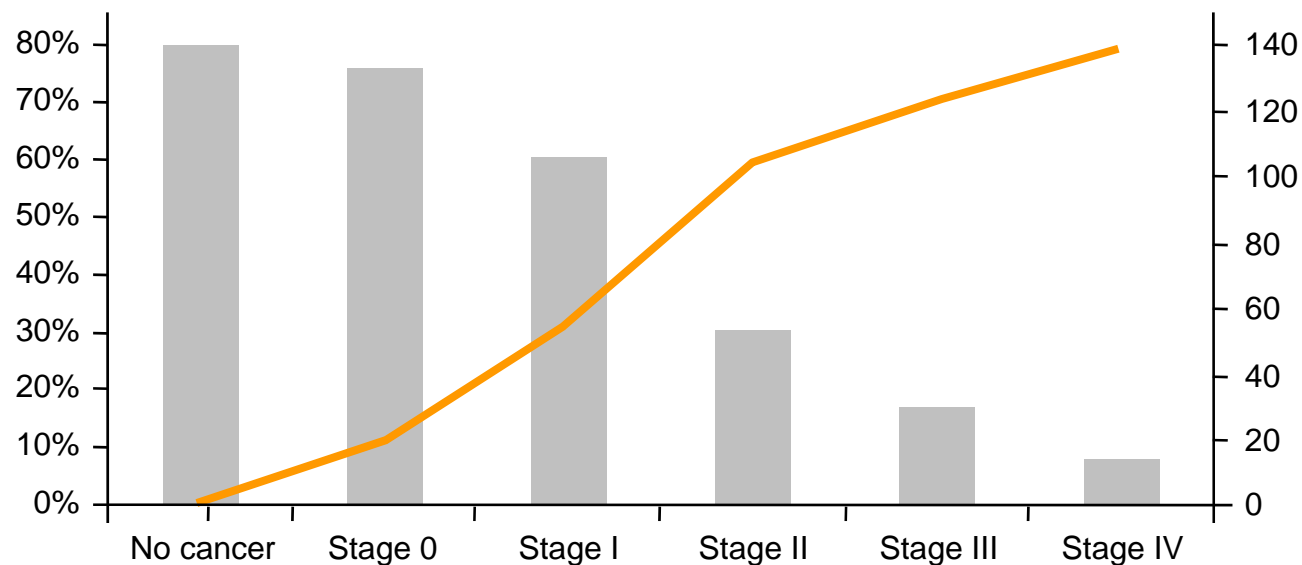
Support life with higher age: Prevention and Early Detection are key

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Example: Breast cancer

Early detection increases survival rate and reduces treatment cost

■ % alive 15 years after diagnosis
— Treatment cost (\$000)



Support life with higher age:

Early screening for cardiovascular disease saves lives and funds

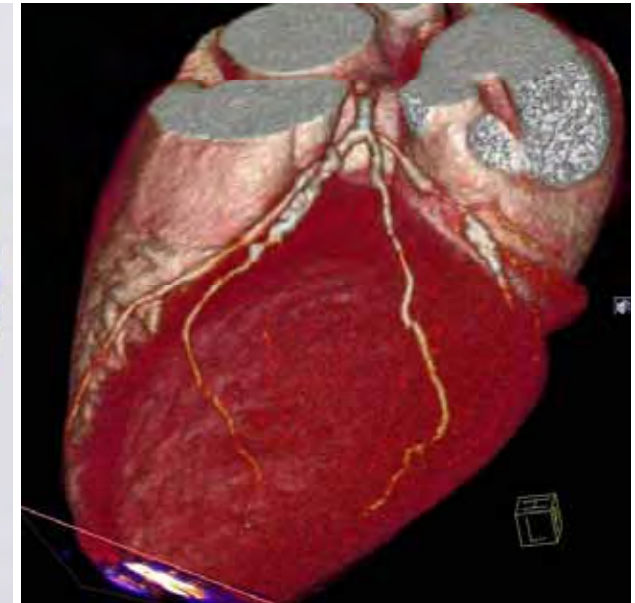
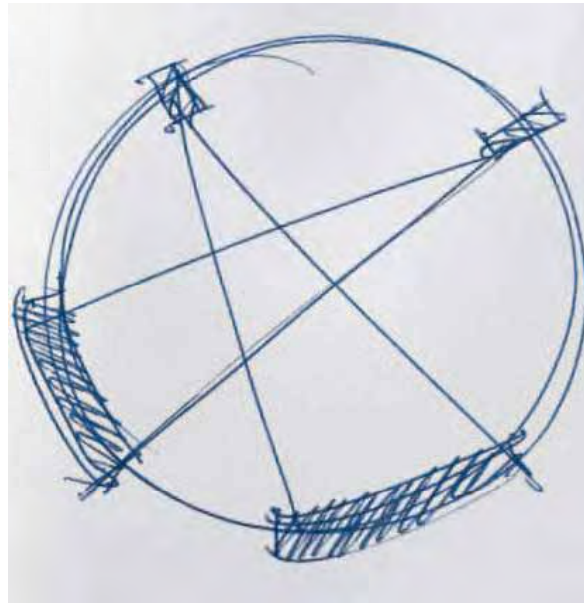
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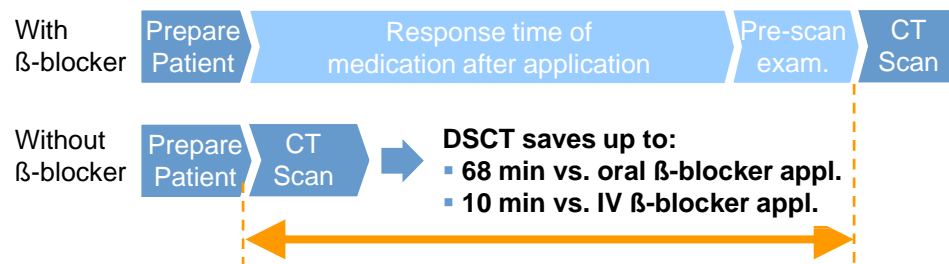
Early Detection: Computed Tomography

Improving patient experience at improved quality of care

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Workflow improvement: No β -blocker application necessary

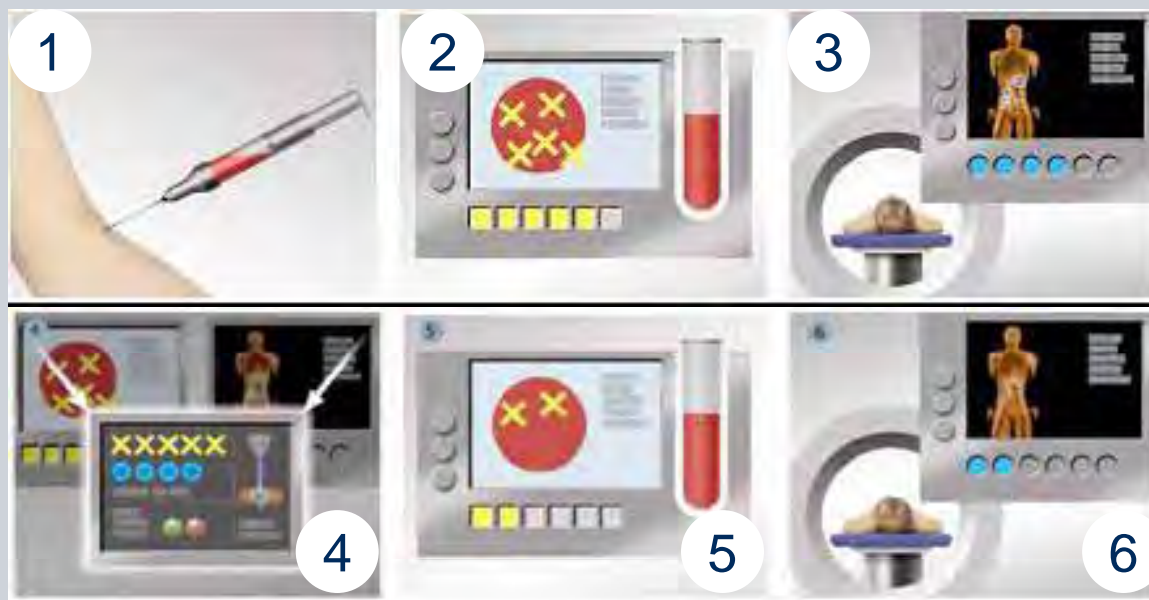


Improved Patient Experience

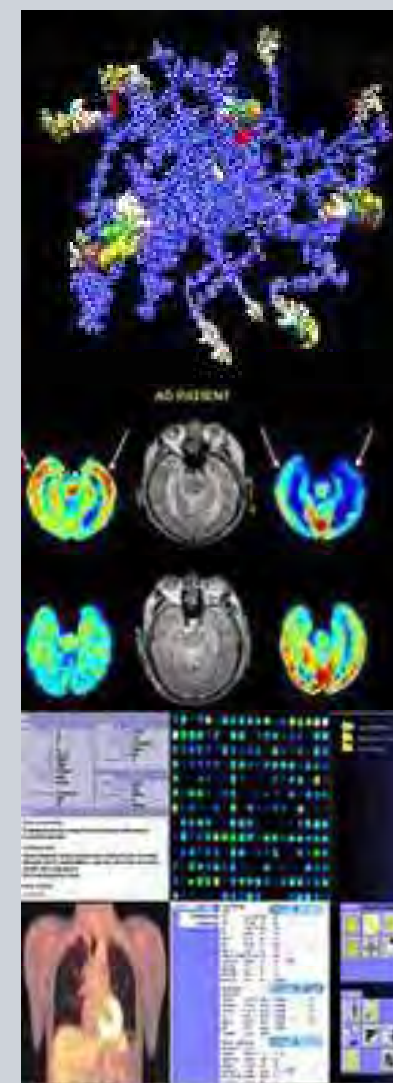
Improved Quality of Care

Support life with higher age: Personalized medicine, combining in vitro and in vivo diagnostics with healthcare IT

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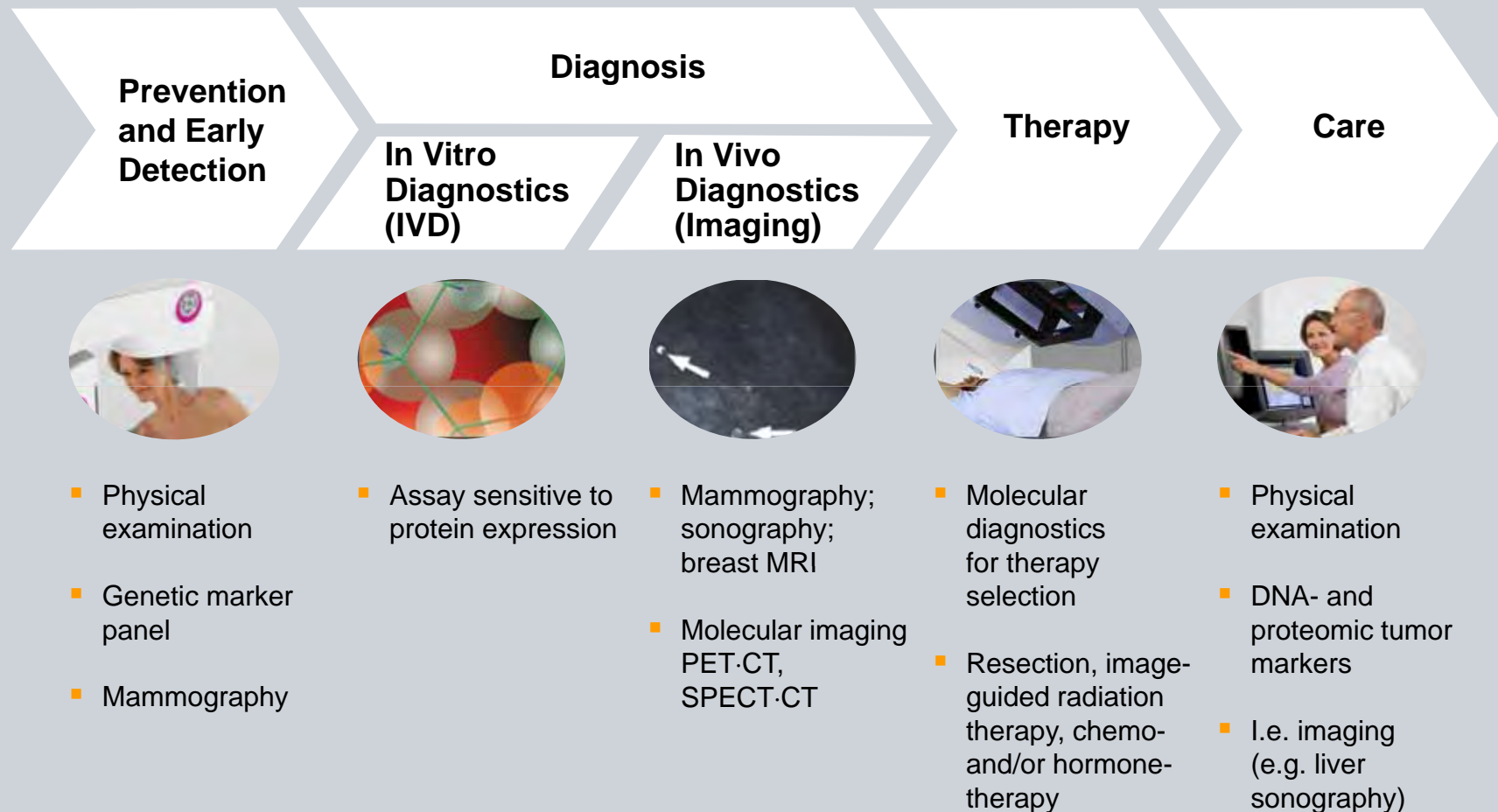
- (1) Fluid analysis
- (2) In vitro tests indicate disease markers.
- (3) PET/CT scan localizes and characterizes the abnormality.
- (4) Data integration.
With knowledge-based IT, determine the ideal combination of treatment.
- (5,6) Follow-up with in vitro and in vivo tests



Support life with higher age: Integrated prevention, diagnostics, and care



Example: Breast cancer



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)

Mertens, P., Russell, S. and Steinke, I. (2008), "Silver Markets and business customers: Opportunities for industrial markets ?", in: Herstatt, C., and Kohlbacher, F. "The Silver Market Phenomenon: Business Opportunities and Responsibilities in an Era of Demographic Change", Springer: Berlin, Heidelberg, New York 2008

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)

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Machine tool graphic programming

Intuitive – fitting to the workplace – encodes expertise

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PROGRAM

TEST1

plane by plane / helical

Circular pocket

T FRAESER D1

F 10.000 mm/min

V 100 m/min

Face C Front

Machining: ▾

helical

Single position

X0 0.000 abs

Y0 0.000 abs

Z0 0.000 abs

Ø 10.000

Z1 5.000 inc

DXY 0.500 mm

P 0.500

UXY 0.100 mm

UZ 0.100

Alternat.

Tools

Circular pocket

Abort

Accept.

Strght Circle

Drill-ing

Turn-ing

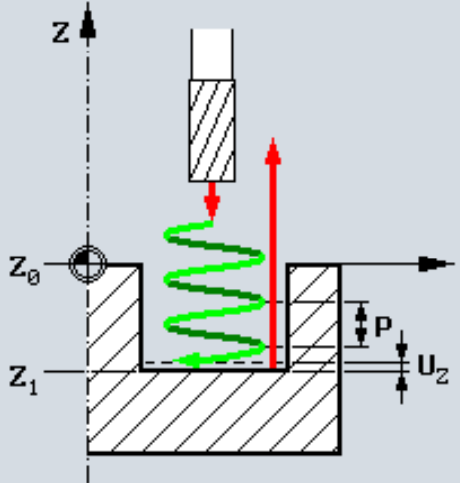
Cont. turn.

Mill-ing

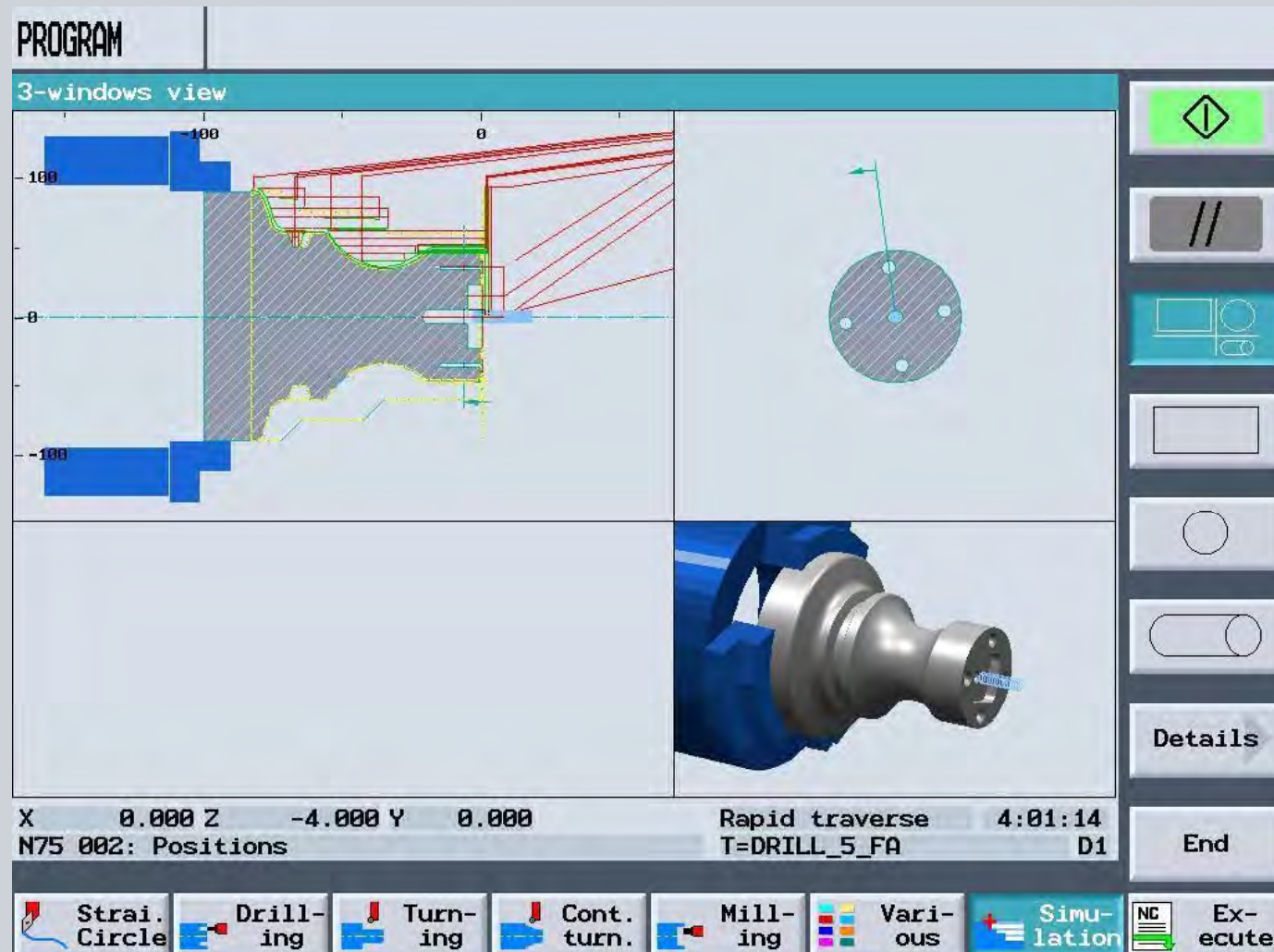
Vari-ous

Simu-lation

NC Ex-ecute



Beneficial for experienced and young alike !!



PLM Software to plan and simulate the full production process – including age related ergonomics

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Integrated product life cycle support: Siemens is the sole provider for the full chain !

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Production Life Cycle



- 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

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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.**