

PRESS RELEASE

SICK Enables Industry 4.0

Sensor Specialist to Exhibit Again at Hannover Industry Fair

Waldkirch, February 3, 2015 – For the first time after six years of absence, SICK AG will return to the Hannover Industry Fair (HMI) as an exhibitor this year. At HMI, the company, being a technology driver in the field of Industry 4.0 – the lead theme of this year’s HMI –, will present its entire portfolio of sensors and sensor solutions for industrial applications.

Due to its focus on the topic of Industry 4.0, HMI is of particular interest to SICK. As long as 10 years ago, SICK developed its “Sensor Intelligence.” claim to focus on the development in the automation world, which was then only beginning to take shape. Since then, the corporate claim has been used to express SICK’s emphasis on sensor technology as a data provider for the intelligent factory.

SICK provides more than products

SICK’s participation in the fair underlines the company’s solutions competence in the context of Industry 4.0. Due to the wide range of products, systems and services offered for various lines of industry within Factory, Logistics and Process Automation, the sensor specialist generates added value for Industry 4.0. At the exhibition stand, the focus will be placed on providing responses to key challenges associated with Industry 4.0. These challenges include, for example, the safe interaction between people and machinery, the traceability of products during complex manufacturing and logistics processes, and the flexibility of production systems in view of increasingly individual customer requirements.

“Industry 4.0 plays an important role for our strategic and technological direction. SICK’s presence at the fair allows the company to position itself as a technology driver and innovation leader in the field of Industry 4.0. We believe we are on the right track toward playing a leading role in actively shaping the major changes in the near and more distant future, which are discussed under the headings of Industry 4.0, Industrial Internet and cyber-physical systems,” explains Dr. Robert Bauer, Chairman of the Executive Board of SICK AG.

HMI provides an important platform for future trends

In 2008, SICK AG took the decision to no longer exhibit at HMI from 2009 onward, but to focus instead on user-oriented fairs for addressing customers. In recent years, however, HMI’s focus has changed and is now on future technological trends that are relevant to SICK. This includes in particular the topic of Industry 4.0 that will be the lead theme of this year’s HMI again.

“Given the political dimension of the topic of Industry 4.0, we consider it important to present our considerations and discuss them in depth. HMI provides an excellent opportunity to do so, as it brings together decision-makers in industry, politics and on the customer side as well as representatives of associations and universities,” says Bauer.

Visit us at hall 8 stand D36 or at <https://info.sick.com/ag-en-hmi-2015>

Figure IM0044420.jpg

At HMI, SICK AG will present itself as a technology driver in the field of Industry 4.0.

SICK is one of the world's leading producers of sensors and sensor solutions for industrial applications. Founded in 1946 by Dr.-Ing. h. c. Erwin Sick, the company with headquarters in Waldkirch im Breisgau near Freiburg ranks among the technological market leaders. With more than 50 subsidiaries and equity investments as well as numerous representative offices, SICK maintains a presence all around the globe. In the fiscal year 2013, SICK had more than 6,500 employees worldwide and achieved Group sales of EUR 1,009.5 million.

Further information on SICK is available on the Internet at <http://www.sick.com> or by phone at +49 7681 202-4183.