



You manage your business, we manage modernization

Advantage Services™:
Life Cycle Management for Fire Safety



Why modernization is a topic for you

Older fire protection systems, although still in service, may no longer meet all current functional requirements. Are you sure your systems do? Factors that play an essential role in system modernization are presented in this brochure, to help you decide.



Life Cycle Management, an integral component of Advantage Services™

Quality and reliability are the preferences of our world today – both are synonymous with Siemens. Advantage Services™ provides a comprehensive service portfolio for your building's infrastructure covering building automation, fire and security. These services are designed to enhance performance, deliver protection and create real value over the entire life cycle of your facility, thereby allowing you to concentrate on your core business.

■ Your security needs are constantly changing

Your business develops and changes continuously: your products and services, your methods and processes, the requirements of your customers, your responsibility to employees, and your dependence on a perfectly-functioning infrastructure alongside your desire to hold a first-class reputation. The consequences of fire damage, false alarms or a loss of image can be serious.

All these facts directly influence the fire protection concept in your building, be it a factory, warehouse, airport, administration building, hospital, hotel, museum or any other. Continuous modernization is closely attuned to the changes and developments of your business and leads to mid-term competitive advantages.

■ Servicing older installations becomes more complicated

The servicing of fire detection systems installed in the 1960's and 70's is becoming more challenging. Spare parts are often very difficult to obtain. Modernization of such installations is therefore advisable.

■ Solutions with long-term investment protection

Siemens modernizes according to your business' current fire protection needs. Our solutions are therefore flexible and individual; they adapt perfectly to your pace and investment plan. Developed in collaborative partnership, using well-engineered products and services, they ensure the long-term success of your investment.





You decide how far and how quickly you leap forward

Why our solutions are so individual

Your fire protection concept is individual, taking various factors into consideration that may change from year to year, such as personal safety or the impact of deceptive phenomena. Just as your needs are individual, so are the possibilities to modernize. Siemens tailors solutions to meet all your requirements.

Deceptive phenomena, environment, personal safety or asset protection are essential factors in your fire protection concept. Their importance can change depending on the type of building and environmental conditions.

■ You save in every case

Siemens has a fitting solution for each of these fields of application, bringing your system up to date while fulfilling all legal and insurance requirements. Thanks to the compatibility of our components you replace only what is necessary. Existing cable installations, for example, can be integrated into the new system without difficulty.

A fitting solution for every field of application

- **Buildings with harsh environments and numerous deceptive phenomena** include factories, workshops, restaurants, kitchens, garages and warehouses.
- **Buildings with moderate environments and occasional deceptive phenomena** include offices, hotels, schools, shopping centers and airports.
- **Buildings with clean environments, high personal safety and asset protection** include archives, museums, retirement homes, hospitals, IT and telecommunication systems.

You set the pace

Would you like to modernize your fire detection system stepwise, or in a single bound? Three solution approaches from Siemens leave you freedom of choice:



■ Revolutionary: with immediate tangible benefit

This revolutionary modernization solution begins in the periphery with single neural fire detectors, rather than with the panel as before. Steps are arranged according to your individual requirements. For example you can first replace automatic fire detectors, which no longer conform to the local risk profile. Manual call points can follow later, and finally the panel.

Advantages:

1. Immediate benefit from the newest detection technology.
2. The cost of investment steps is low in comparison with a complete replacement.
3. Employees and operations remain largely undisturbed by stepwise modernization.

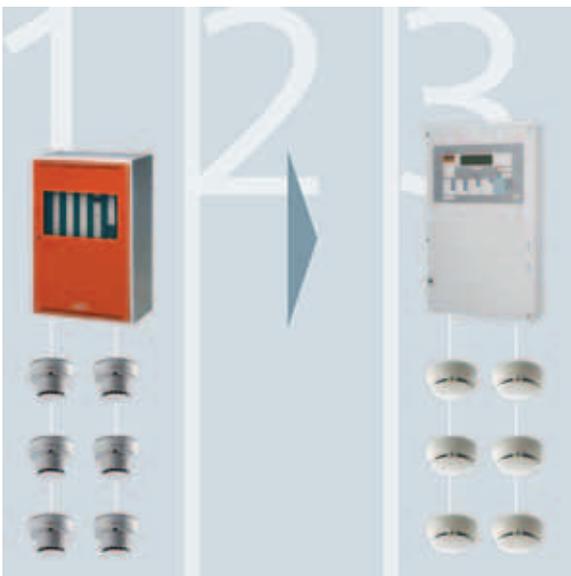


■ Convenient: with added comfort

In this modernization the panel has first priority. This could be, for example, because you need additional line capacity. The panel is replaced first and connected to the existing periphery. The periphery can be replaced line-by-line as necessary.

Advantages:

1. Immediate benefit from the panel's greater ease of use.
2. Integration of other security and building automation systems is possible.
3. The periphery is replaced as necessary in accordance with your investment plan.



■ Classic: direct to the target

You might put up a new building, for example, or change a building's function. In this case you need to modernize your fire detection system in a single operation. Even during this phase your building remains protected.

Advantages:

1. A state-of-the-art system is rapidly in place.
2. Fewer disturbances arise, since modernization occurs alongside other renovations.



Sharpest perception – quick reaction, with Sinteso™

Why we rely on intuition

Sinteso™ detectors with **ASAtechnology™** mold Siemens' visionary fire detection technology. Relying on intuition as a success factor, they are guaranteed to react properly at the decisive moment. Thus they protect what is valuable to you, and drastically reduce the risk of a false alarm, which can damage your business in many respects.

■ Top performance in fire protection

Proficiency and intuition lead directly to top performance. This holds true in sport, art, business and now also in fire protection with Sinteso™ detectors. On one hand, fires should be detected very early, so that rapidly-introduced measures can minimize danger to life or damage to property. On the other hand, you expect high immunity against deceptive phenomena such as steam, cigarette smoke or exhaust fumes.

■ End annoying false alarms!

Even under the most difficult conditions, Sinteso™ detectors distinguish between genuine danger and deceptive phenomena, and signal alarm when

threat is imminent. This works so well that Siemens offers a genuine-alarm guarantee for Sinteso™ fire detection systems. Siemens assumes the costs of a fire brigade deployment if this was caused by an undesired alarm.

What is special about Sinteso™ detectors

- unmatched detection accuracy and immunity against deception
- unparalleled sensitivity for all types of fire
- highly economical
- genuine-alarm guarantee
- avant-garde design

Siemens' broad portfolio includes neural fire detectors, wide-spectrum smoke detectors, heat detectors, flame detectors, aspirating smoke detectors, linear smoke detectors and comprehensive accessories. All convincingly demonstrate high resistance to environmental influences such as humidity, fibers, vibration, dust or electromagnetic interference.



ASAtechnology™ from Sinteso™: The principle of detection accuracy and immunity against deception

Siemens' patented ASAtechnology™ stands for "Advanced Signal Analysis". Behind it stands a complex and unrivalled signal evaluation. This represents the continued development of Siemens' algorithm technology. The signals recorded by the sensor are converted into mathematical components using algorithms and compared with pre-programmed values.

Why now is the right time

As your business develops, so too should your fire protection system. System modernization should be a continuous process. Siemens supports you with competent advice and solutions that stand the test of time.

An optimally-designed fire protection system influences not only the success of your business, but also its survival. For example:

- **After a major fire, more than 70% of companies are forced to discontinue business within 3 years following the event.** The most frequent cause is interrupted operations. While lost turnover is often compensated by insurance, valuable customers slip away. (Newsletter Brand-Aktuell 20/05, industry association FVLR Lichtkuppel)
- **Property loss due to fire in non-residential structures in the USA in 2005 amounted to USD 2.32 billion.** (NFPA report)
- **False alarms cause losses in productivity, turnover, motivation and image.**

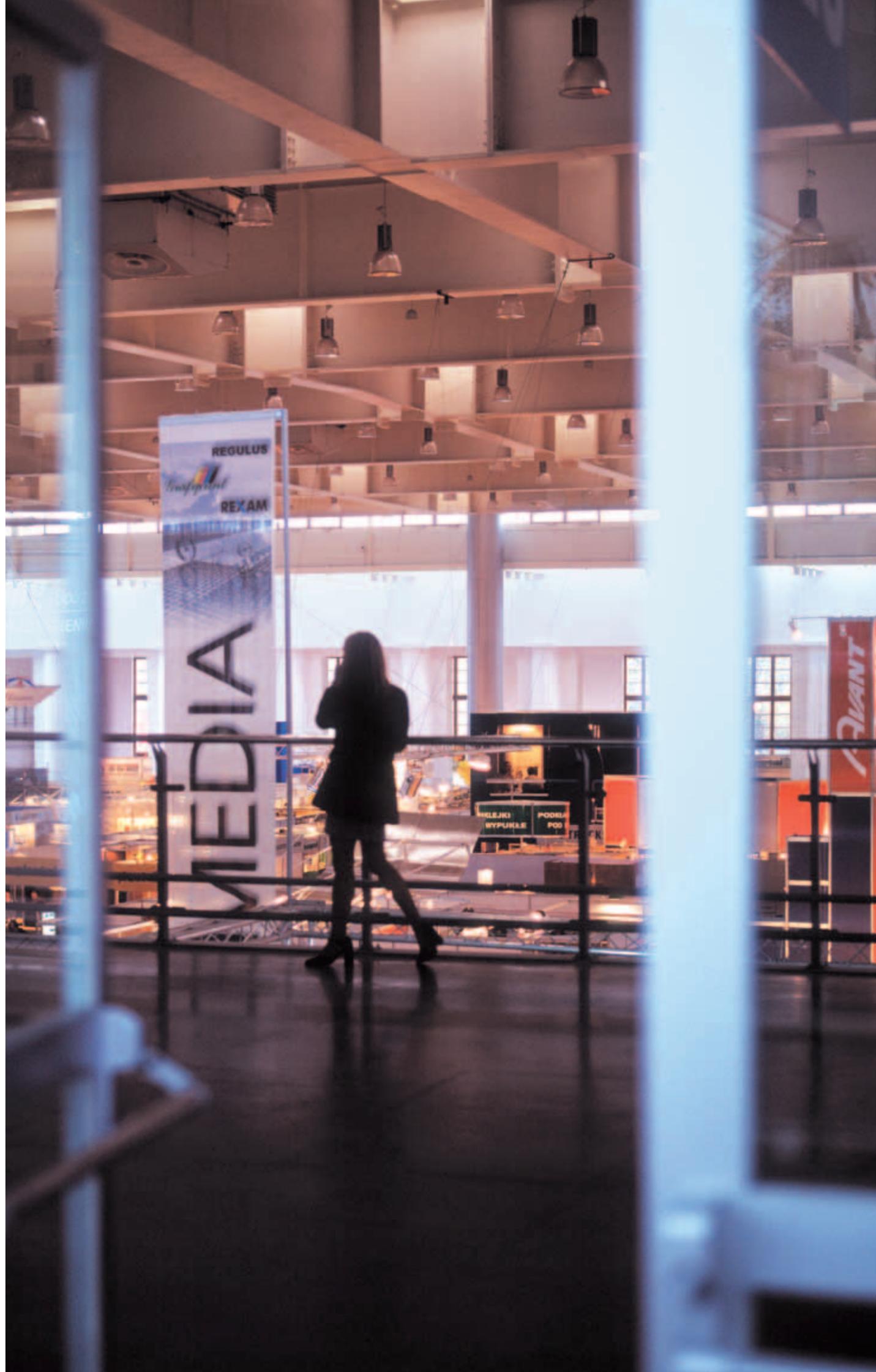
■ Siemens keeps your fire protection system up-to-date

Siemens' modernization concepts adapt seamlessly to your needs, growth and investment plan. Our solutions are optimally developed and integrated into your existing infrastructure.

■ Reflection leads to discussion

- Does your existing fire detection system still correspond to your fire protection needs?
- Does it fulfil the current and mid-term legal and insurance regulations?
- Which modernization alternative is best?

Clarify these and other questions. Contact your local Siemens fire protection expert.



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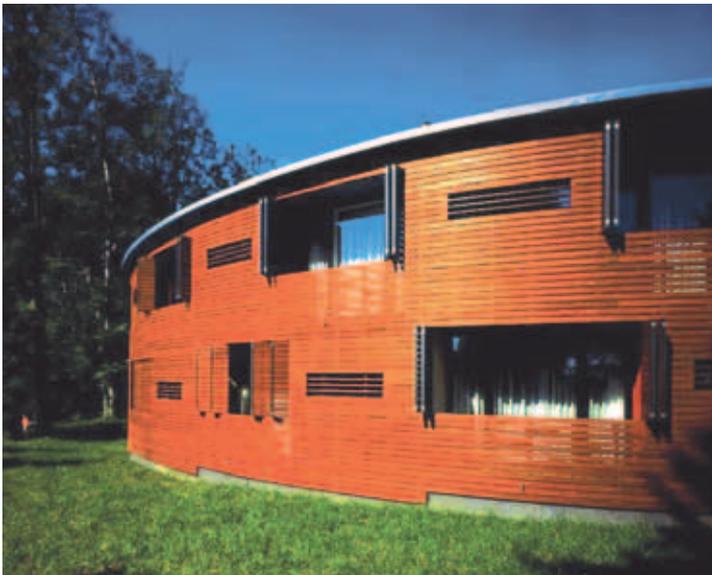
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Service from Siemens: The best for safety and protection of investment

Regular care and maintenance of your fire detection system is the best investment for a safe, disturbance-free operation. Siemens' multi-faceted service programs are exactly tailored and optimized for your requirements and investment plan. Service goes hand-in-hand with system modernization, not only because it provides continuous information on the state of

your fire protection system, but also a service contract delivers:

- Life cycle extension for your fire detection system
- Manageable fixed costs for repairs
- Increased reliability with malfunctions minimized
- Guaranteed fulfilment of codes and regulations
- Shorter reaction time in case of a disturbance.



High-level safety

Hotel Zurichberg, Zurich

Without interrupting operations, the Hotel Zurichberg is carrying out a stepwise modernization of its fire detection system. Combined with the existing panel, the new Sinteso™ detectors assure state-of-the-art fire protection.

"Thanks to this new technology, we can upgrade our fire detection system step-by-step to meet future demands while we carry on pampering our customers."

Roger Neuenschwander
General Director



Four generations of fire detection technology in a single system

Hainich Ecumenical Clinic, Muehlhausen, Germany

"Our patients, staff and infrastructure are protected by a fire detection system that has developed with the facility. The first Siemens installation had a single fire panel and now over 3000 fire detectors from four product generations contribute as one system to our security. The system reacts quickly and effectively."

Gunter Fritzlär
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The information in this document contains general descriptions of technical options available, which do not always have to be present in individual cases. The required features should therefore be specified in each individual case at the time of closing the contract.

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