

# **Protect and enable a World of Opportunities**

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## Security impacts every facet of modern life

### Challenges

#### Public



Assuring the best possible protection while at the same time allowing maximum personal freedom

#### Commercial



Enable an efficient, yet secure flow of people, goods, capital and information

### Implications

#### „Block the bad guys“

- Assure public security and safety
- Prevent, protect, respond, recover

#### „Support the good guys“

- Assure business continuity
- Create consumer convenience and acceptance
- Reduce operational costs

## Security@Siemens: Highest performance along the complete value chain

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The security chain is as strong as the weakest link – demand for holistic solution



Consult

Design

Build

Operate

- Compelling strategies – identifying gaps, developing solutions
- Maximum business value – no weak link through perfect integration of all technologies
- One stop shopping – allowing to source complete solutions from one partner
- Best practice experience – proven success in projects worldwide

# The demand of solution, which includes physical and logical solution is increasing

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Offering the full range of physical, electronical and logical security technology



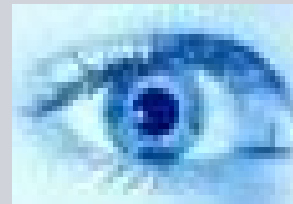
Access



Surveillance



Command & Control



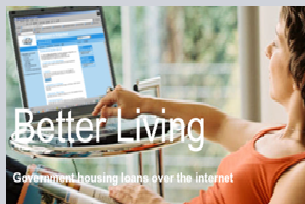
Scanning & detection



Communication



Tracking & Tracing



IT networks & applications

# Mature technology now available: Biometric Solution grows in public- as well in the industrial- market segment

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## Islands of Adventure - Universal Studios Florida



### Solution

- Gateway ticketing with personalization by fingerprint recognition
- 30.000 visitors / day to block not authorized visitors

### Customer feedback:

... we can already feel it in our pockets and also our ticket sales partners feel it...

... ticket revenue has increased by 10% to 15% and some of our “not so honest” customers dropped out, which is good.

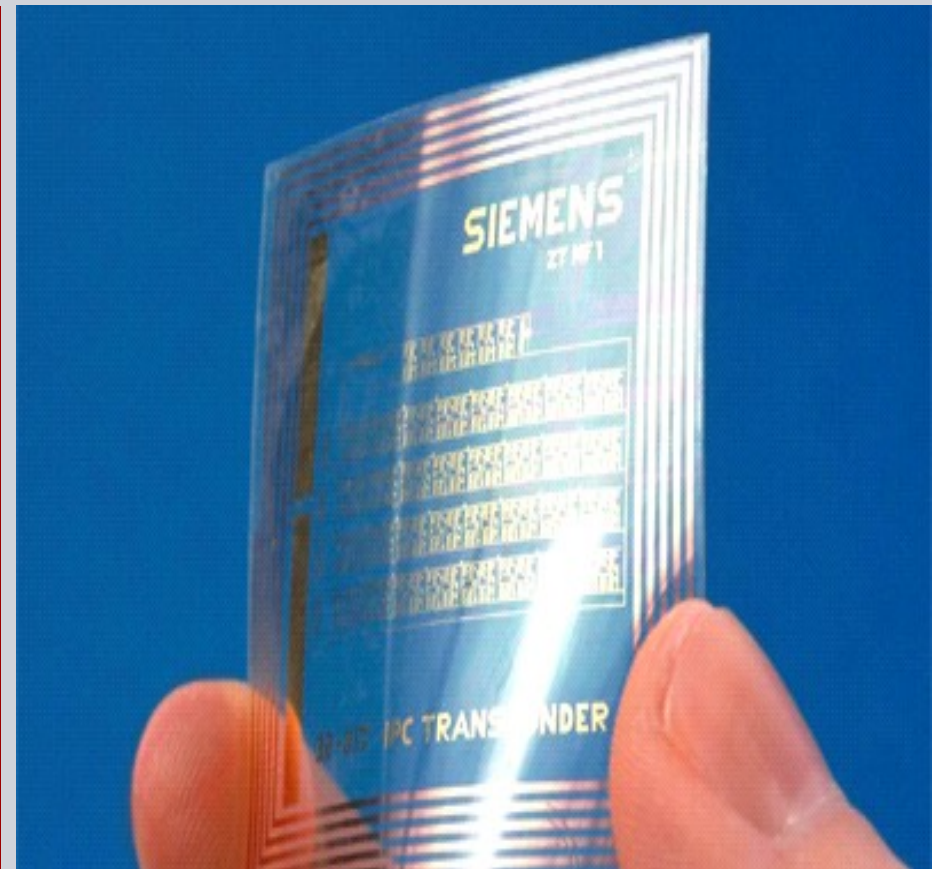


**Research & development:  
Digital Certificates now prove RFID authenticity.....  
.....and encryption ensures privacy**

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Fake-proof authenticity and encryption on passive, that means cheap RFID tags will enable new affordable security measures by a new technology

- electronic coupling of freight papers and cargo container
- proof of authenticity for high-value goods
- protection against product piracy
- proof of authenticity for identity cards, legal documents, money bills, ...
- asymmetric encryption ensures transparent information only to those who are authorized, without complicated procedures



“Security is the basis for prosperity and freedom.”

Dr. Heinrich v. Pierer,  
Chairman of the Supervisory Board, Siemens AG

