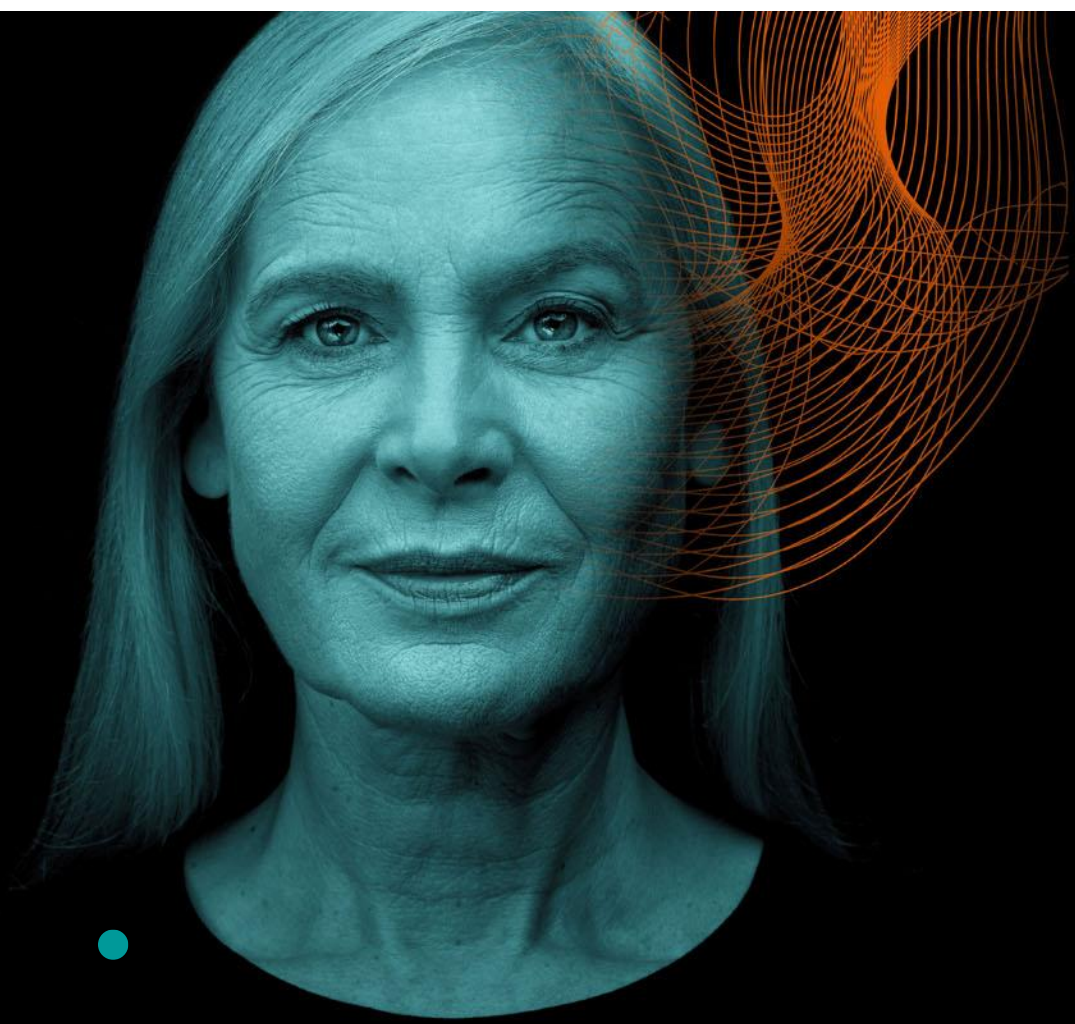
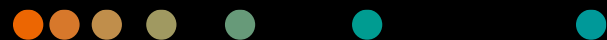
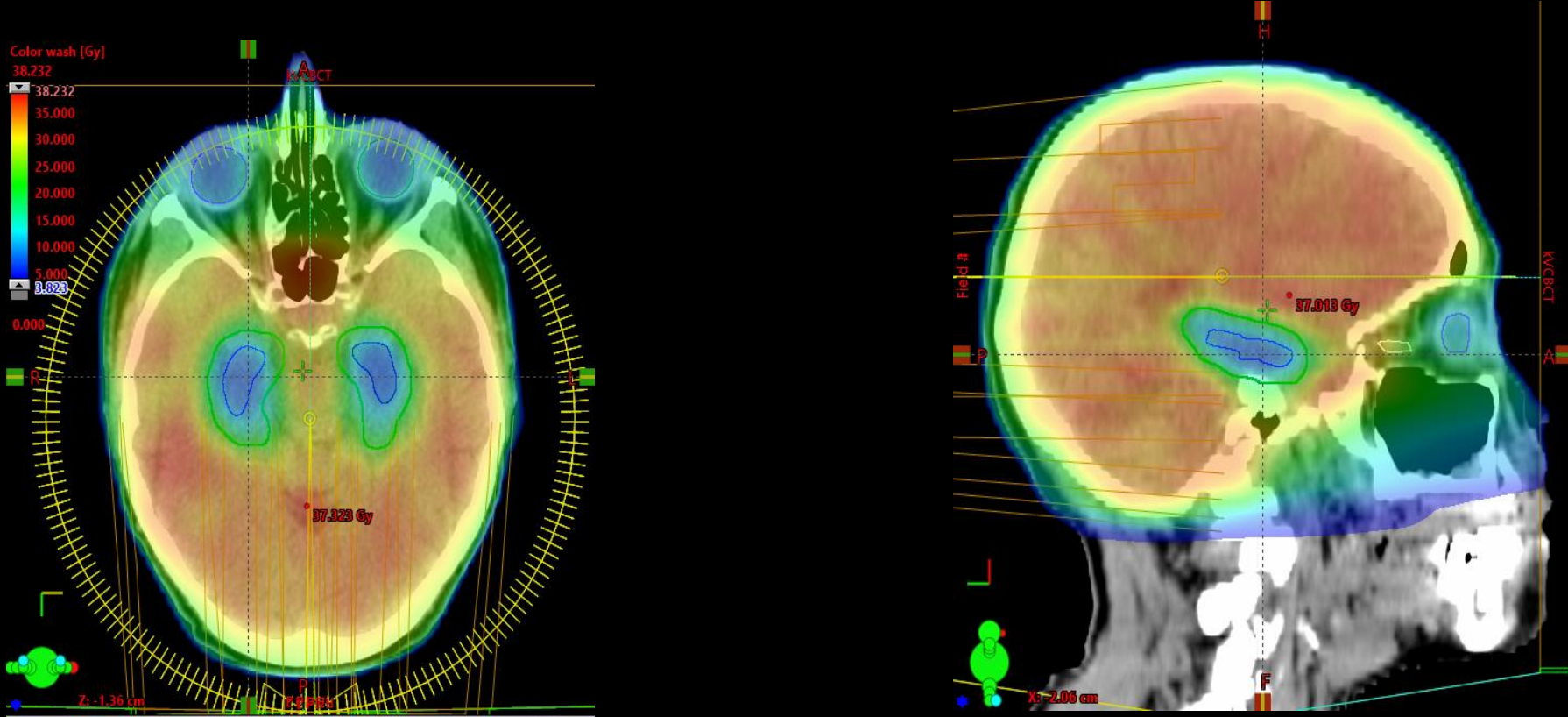


History is Identity

Matthias Kraemer,
November 2023



What do the brain and history have in common?



SHS Historical Institute – The pillars of our work

Historical Archive



- Literature: 1,000 titles about companies and history of technology
- Images/Negatives (>160,000)
- Documents (850 meters shelves)
- Audiovisual Media (2,000)
- Exhibits (several thousand including hearing aid collection)
- Overall digitization project

Scientific work & publication



- Scientific research
- Content development for all channels
- Technology books & stories
- Support for company events and radiological congresses
- Advice and support for corporate communications, management, business units and countries
- Historical content for customer welcome areas/showrooms
- External projects with partners

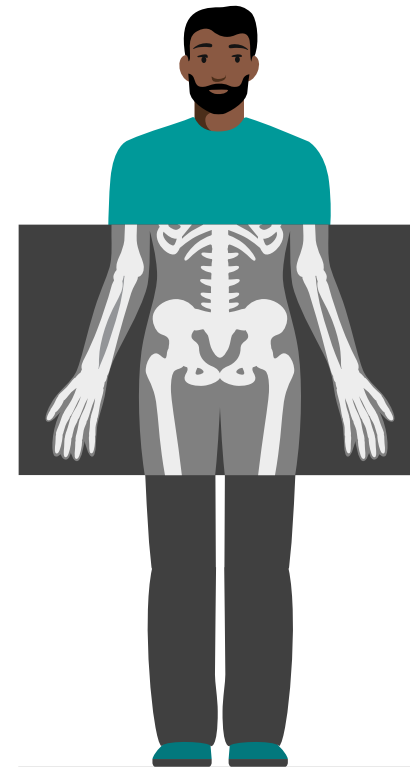
MedMuseum



- The only educational facility in the Siemens group worldwide that is open to the public
- Approx. 10,000 visitors per year in person, including many customers
- Curating + conducting educational programs and guided tours
- Curating new content and exhibits for our museum
- Making our strategy, values and brand tangible for the public

Project Example from 2020:

125 years since the discovery of X-rays



Background and goal of the project

2020 marked the 125th anniversary of the discovery of the X-rays by Wilhelm Conrad Röntgen. Additionally, it would have been Wilhelm Conrad Röntgen's 175th birthday.

Physics professor Röntgen discovered the new kind of rays on the evening of November 8, 1895 in his lab at University of Würzburg. For this he received the first ever nobel prize in physics in 1901.

Right from the beginning, our predecessor companies (Siemens & Halske and Reiniger, Gebbert & Schall) have been driving the development of X-ray technology in the medical field.

Thus, Siemens Healthineers can tell and prove an outstanding success story about the utilization of X-rays in medicine and we have been playing a central role in shaping X-ray technology in healthcare.

Project goal

Honoring Röntgen's discovery we wanted to raise awareness for the role Siemens Healthineers (Siemens/RGS) has played from the beginning in X-ray imaging and related innovations.



Communication activities in the countries – Selected examples



Argentina

NewsCenter



France

News



Japan

Historical article series + Press release + Quiz

SiemensWelt

Siemens Healthineers

Los rayos X cumplen 125 años

04.03.2020 Argentina Yesica Lucia Vazquez



El descubrimiento de los Rayos X en Würzburg, Alemania, hace 125 años, fue toda una revolución médico-técnica para la época, iniciando una nueva era en la medicina que se prolonga hasta hoy.

Tras el hallazgo de los rayos X, ocurrido el 8 de noviembre de 1895, Siemens & Halske y Reinger, y Gebbert & Schall – las dos compañías predecesoras de Siemens Healthineers – se concentraron en la producción industrial de tubos y aparatos de Rayos X, brindando una contribución decisiva para el futuro desarrollo de la tecnología.

125 ans de la radiologie

La découverte des Rayons X bouleverse le monde de la santé

Merry-Ann Clause | 25/08/2020

En 1895, Wilhelm Conrad Röntgen découvrait les Rayons X et changeait le monde! Depuis 125 ans, Siemens Healthineers participe activement au développement de cette technologie et continue d'innover pour façonner la santé de demain. En 2020, plus de 240 000 patients par heure sont diagnostiqués ou traités à l'aide de systèmes Siemens Healthineers à travers le monde. Plongez-vous dans l'histoire de la technologie des Rayons X.




Un âge d'or pour Les découvertes scientifiques

Le XIXe siècle est un âge d'or pour les découvertes scientifiques. Les découvertes, inventions, mesures et cartographie se multiplient. À la fin du siècle, les premiers tramways motorisés circulent dans les villes, les rues sont éclairées par des lampes électriques, les gens utilisent des ascenseurs et envoient des télégrammes, ils se font même photographier. En 1895, l'année de la projection du premier film, le professeur de physique de Würzburg, Wilhelm Conrad Röntgen découvre un nouveau phénomène qui suscite un vif intérêt auprès du public.

“レントゲンはおかしくなったに違いない”

2020年8月24日
 シーメンスヘルスケアが125周年を迎え、世界は新型コロナウイルスの流行で忙しかつた中、私たちは「レントゲン」の発見から125周年を迎えました。今回は、この発見から125周年を迎えるにあたり、その歴史を振り返りました。



1895年の11月8日、彼は偶然にX線を発見しました。今では医療現場で不可欠な技術となり、多くの命を救っています。人は「レントゲン」を敬愛する一方で、まだ多くの人が「レントゲン」を怖れ、避けています。125周年を迎えるにあたり、その歴史を振り返りました。


「X線技術の歴史クイズに挑戦してみよう！」

検査室の中で花火
 初期のX線技術では、撮影のために火花が発生していた。

2馬力でX線撮影
 患者の状態によっては、X線撮影を持ち込む必要があり、このことが、X線撮影からフィルムサイズのX線システムの開発を促しました。そこで、当時、2馬力は非常に重かったため、撮影には馬が使用されていました。X線の発生に必要な電力の生成にも使用されていました。

「X線の歴史に関するストーリー」

シリーズでご紹介します！



私たちの脳・X線検査が乗り越えるべき課題
 X線の発見から125周年を迎え、私たちは「レントゲン」を敬愛する一方で、まだ多くの人が「レントゲン」を怖れ、避けています。125周年を迎えるにあたり、その歴史を振り返りました。

がんとの闘い
 X線の発見後も、この技術は医療にも応用されてきました。特にがんとの闘いにおいては、X線の発見が大きな役割を果たしています。

Social Media campaign on WeChat



Videos

- “Explore the Beauty of Life”
- CMEF – Overview of our booth
- CMEF – Guided tour through the exhibition “125 years of X-rays”
- Impressions of the art show “Image of Life”
- Impressions of the art show “Image of Life – Part 2”



The videos had about 365,000 views

Publications



14 historical articles,
11 dossiers with customer
stories and trend stories,
a history book,
press release and
MedMuseum Website on
“125 years of X-rays”:

→ Reached >133,000 people
in 1 year

Social Media



145 Posts featuring
historic content

→ 2.7 million impressions
and 115,000 views

Events



Annual Shareholders
Meeting 2020 (**1,100 visitors/
450 interactions**), Art Shows
and CMEF in China, Philippine
College of Radiology

Countries



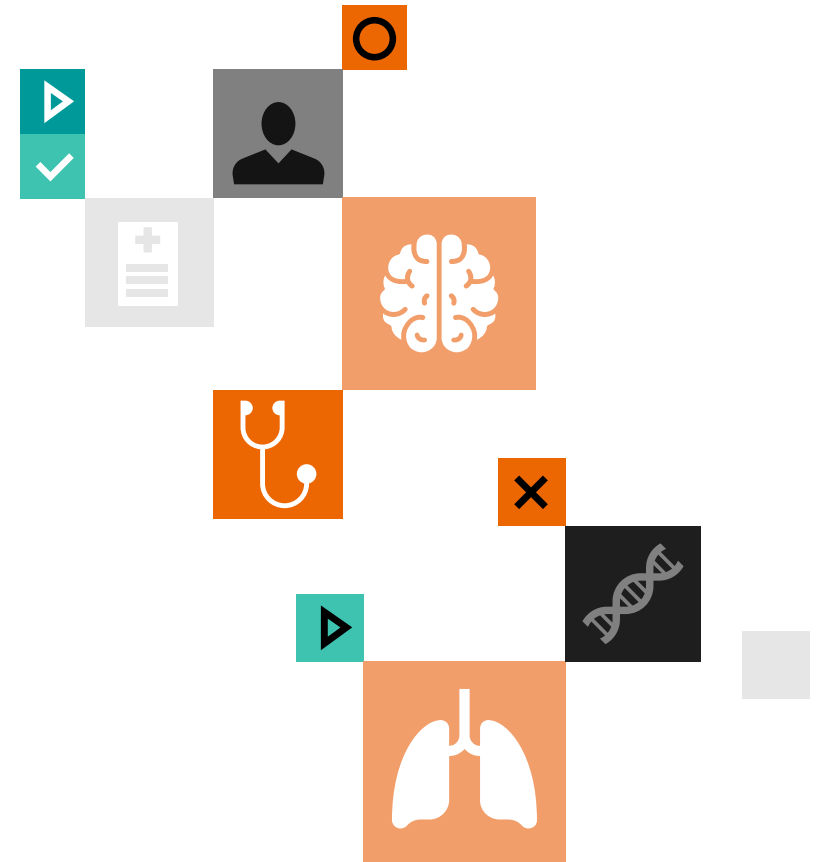
About 45 countries
joined in the project¹

→ E.g., in China about
365,000 video-views
→ Installation of permanent
heritage points at
**9 customer visit
locations abroad**

It was worth it! During the “X-ray year” we’ve raised **awareness** for the role our company played from the beginning in **X-ray imaging** and in **related innovations**, and we added value by setting up a **repository** for further use across **communication channels**, globally.

Collaborations:

Deutsches Museum in Nuremberg & Munich



We curated and donated an interactive exhibit at Deutsches Museum Nuremberg, in 2021

Instructed by a doctor (left) visitors can interact with the anatomy in 3 clinical cases (right).

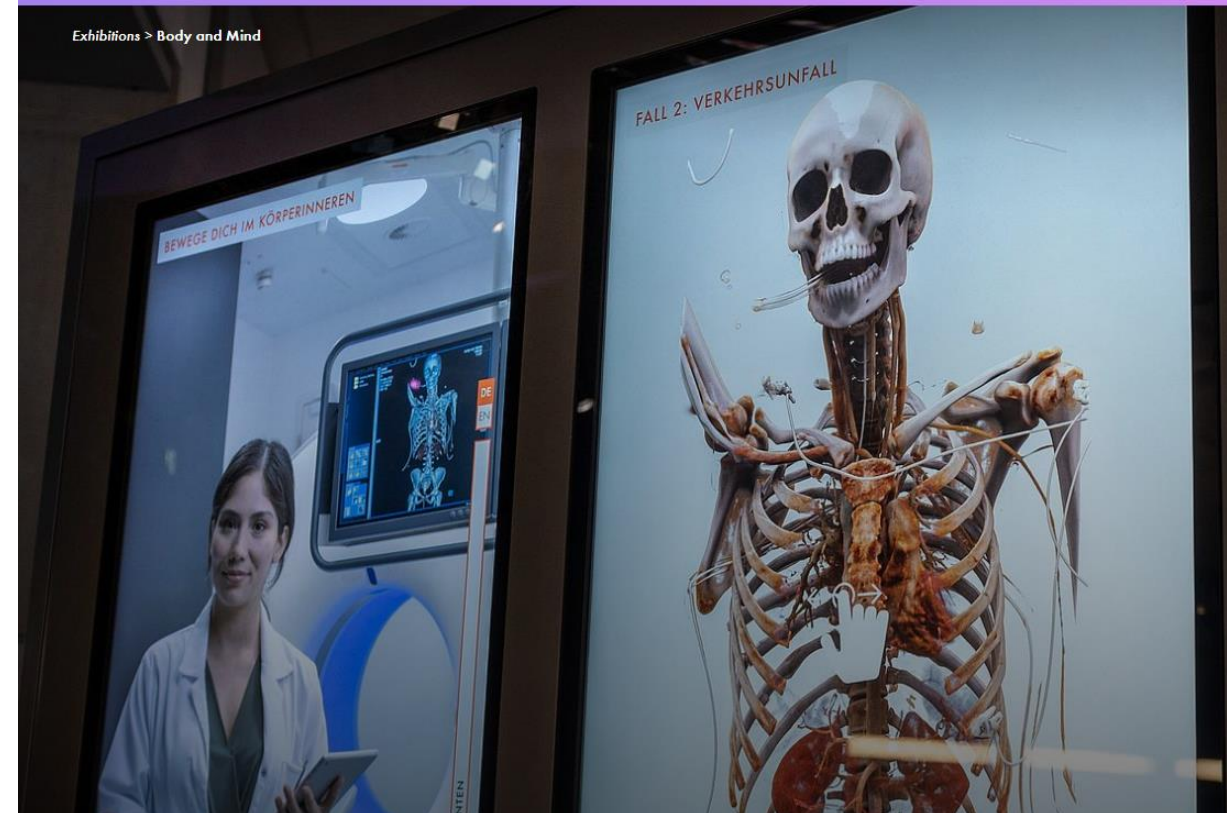
We illustrate our vision of tomorrow's medical technology to the general public in a vivid and exciting way.

Target groups: young people (age 12 – 17) and families in the metropolitan region who are interested in natural sciences.

Deutsches Museum 

DEUTSCHES MUSEUM NÜRNBERG

Exhibitions > Body and Mind

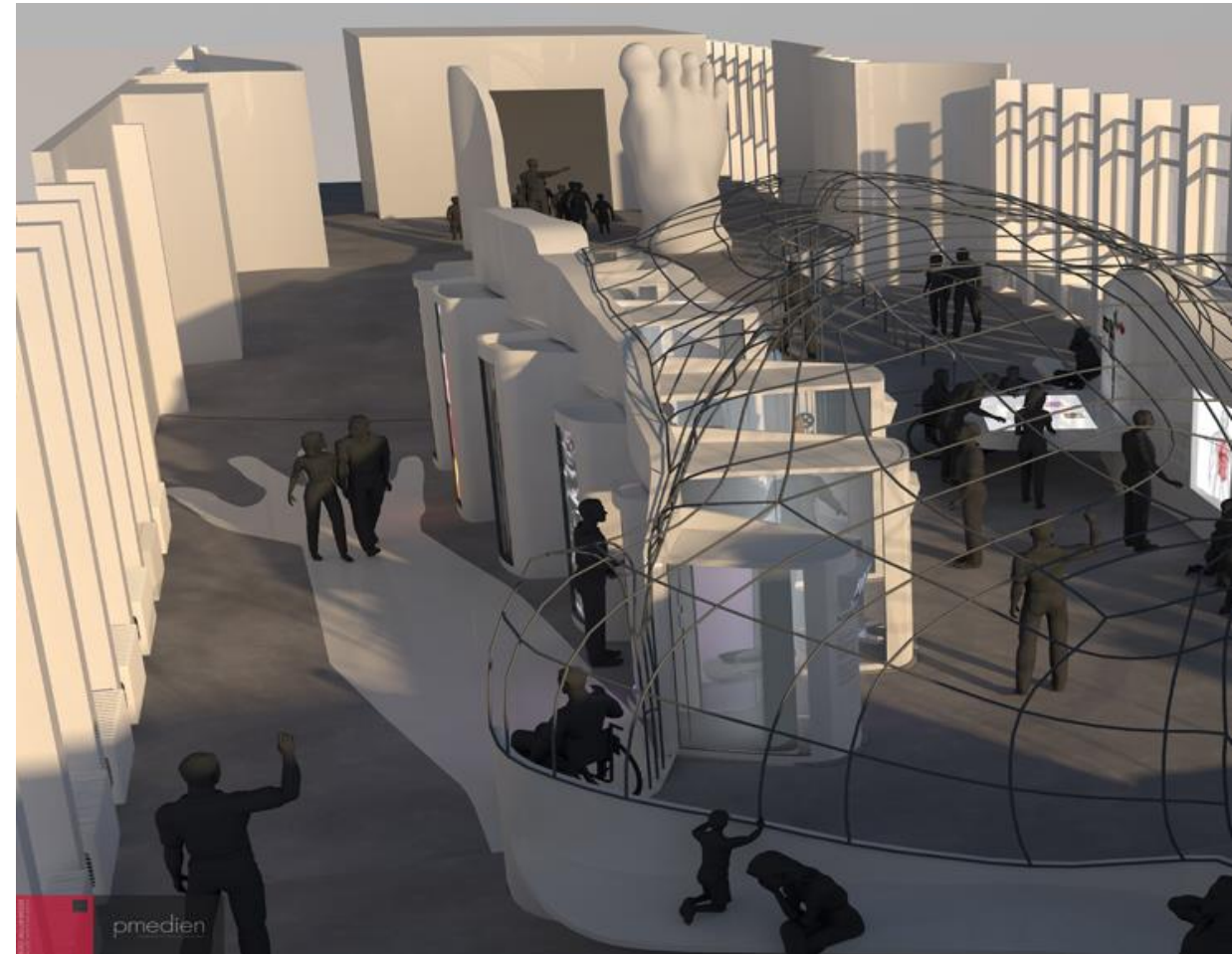


We curated and donated two interactive exhibits at Deutsches Museum Munich, in 2022

The world-famous museum has completed the first modernization phase (20 of 49 exhibitions) in July 2022, the entire project shall be finished 2028, when the museum will turn 125 years.

The newly designed exhibition “Health” is part of the first phase.

It tells the story of medicine alongside the human body in an educational way, explains new technologies and looks into the near future.



Munich: Exhibit 1 – The interactive table is the center of the exhibition

We explain a patient's pathway for four common diseases and along anamnesis, diagnosis, treatment and follow-up:

- Coronary heart disease
- Breast cancer
- Lung cancer
- Prostate cancer

Visitors learn e.g., what the doctor does, why he/she chooses certain imaging modalities or treatments and how the patient benefits.



Munich: Exhibit 2 – The interactive hybrid OR

Visitors can learn about the main components of a hybrid (cathlab) setup with a robot supported C-Arm X-ray unit and will understand the outcome for staff & patients.

We explain

- How the C-Arm X-ray works and how the AI supports the whole intervention
- How the table works
- How a coronary intervention is done
- And how the doctor can be guided to place a stent in a coronary artery and how the result is checked



Nearly two million visitors and a sustainable donation

Deutsches Museum Nuremberg

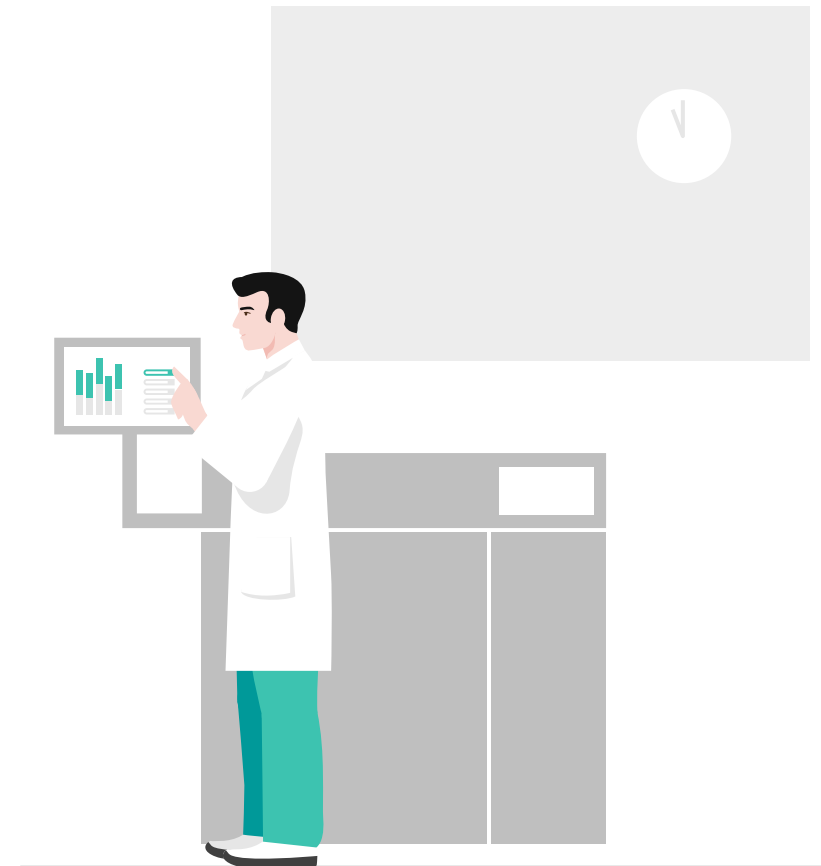
turned 2 years in September 2023. Although year 1 was still influenced by Covid-19, nearly 252,000 visitors have seen our exhibit. Museum staff reported that people find it fascinating to interact with anatomy in this way.

Deutsches Museum Munich

opened in July 2022. Until the end of 2022 more than 700,000 visitors have been counted. Since the exhibition “Health” is the most beautiful and interactive one, nearly all visitors go there. For 2023 they expect far more than one million visitors. Museum staff reported that visitors, especially families and medical staff like to interact with the exhibits we created.

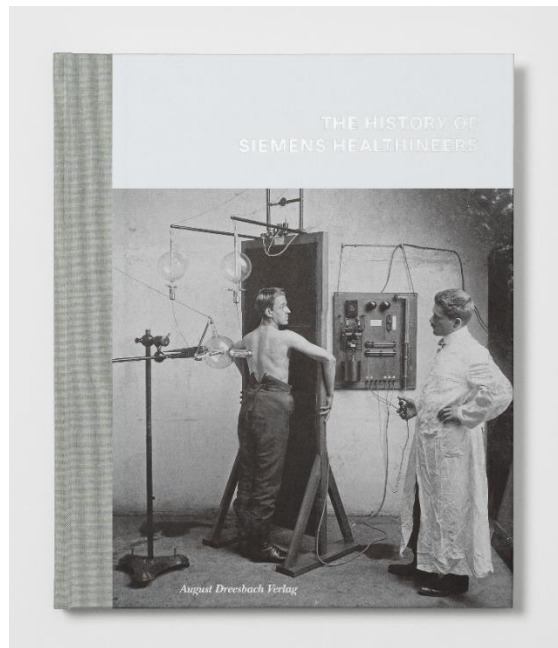
Project Example from 2022:

The Company History



The History of Siemens Healthineers – 175 years in images

- Our entire med-tech history since 1847 in 12 chapters
- Impressive images from our past



Book trade version
in German and English



Special version
in German, English, Chinese,
Spanish and Portuguese