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London, May 14, 2015

## Primetals Technologies presents first joint portfolio at the METEC

- **Sophisticated booth architecture with interactive elements covers full range of products and services**
- **Simple access to portfolio, reference projects and innovations via touchscreen**
- **Primetals Technologies is represented at the ESTAD with 65 technical presentations**

From June 16 to 20, 2015 Primetals Technologies will be presenting itself to industry experts for the first time at the METEC in Düsseldorf, the world's leading trade show for the metals industry. The joint venture of Siemens, Mitsubishi Heavy Industries and Partners was established in January. At booth E10 in Hall 4, on a space covering around 800 square meters, the company is displaying its comprehensive technology, product and service portfolio for every step in the iron and steel production value chain as well as the latest rolling solutions for nonferrous metals. The open booth architecture with its interactive display walls, desks and terminals creates numerous possibilities for the trade visitors to explore the products and services offered by Primetals Technologies – either on their own or assisted by specialists at the booth. Primetals Technologies is also giving around 65 technical presentations at the European Steel Technology and Application Days (ESTAD) congress, which is being held in conjunction with the trade fair.

The METEC takes place every four years and is the world's most important trade show for the metal producing industry. In 2011, 486 exhibitors from 33 countries attracted 19,000 visitors. This year's event is entitled "The Bright World of Metals" and, besides the METEC, also encompasses the three specialist trade fairs GIFA, NEWCAST and THERMPROCESS. The Primetals Technologies booth was designed together with Ars Electronica Linz GmbH. The open layout of the exhibition space is characterized by interactive elements. The dominant feature in the center of the booth is an installation on which mobile screens show scenes from the production process. Arranged below this installation is a graphics desk that has a design inspired by metal slabs. It provides basic information on the Primetals Technologies

portfolio along the entire value chain. Large wall screens feature a map of the world which visitors can touch to learn more about Primetals Technologies' reference projects around the globe.

A number of "Innovation Corners" will also provide extensive information on technological highlights that include: the EAF Quantum electric arc furnace that first went into operation at Tyasa in Mexico in 2014; the ESP line with references in Acciaieria Arvedi, Italy and the Rizhao Steel Group, China; the portfolio of solutions across the various process steps in the production of AHSS (Advanced High-Strength Steel) grades. These exhibits too can be accessed via touchscreens. What's more, visitors can delve more deeply into specific topics with Primetals Technologies experts by calling up technical presentations on touchscreen PCs distributed around the booth.

The ESTAD conference held in conjunction with the trade show will feature 65 technical presentations by Primetals Technologies – that is more than ten percent of all contributions at the ESTAD. The current edition 1/2015 of the customer magazine “Metals Magazine” includes a preview of the presentations. Visitors to the booth can receive up-to-date information on the current Primetals Technologies conference program at the ESTAD from a video wall at the fair booth or by visiting the Primetals Technologies METEC website.

For further information on Primetals Technologies' presence at METEC 2015, please see <http://www.primetals.com/en/METEC2015>



Computer-animated display of the Primetals Technologies trade fair booth at METEC 2015 in Dusseldorf.

This press release and a press photo are available at

[www.primetals.com/press/](http://www.primetals.com/press/)

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**Primetals Technologies, Limited** headquartered in London, United Kingdom is a worldwide leading engineering, plant-building and lifecycle services partner for the metals industry. The company offers a complete technology, product and service portfolio that includes integrated electrics, automation and environmental solutions. This covers every step of the iron and steel production chain, extending from the raw materials to the finished product – in addition to the latest rolling solutions for the nonferrous metals sector. Primetals Technologies is a joint venture of Mitsubishi Heavy Industries (MHI) and Siemens. Mitsubishi-Hitachi Metals Machinery (MHMM) - an MHI consolidated group company with equity participation by Hitachi, Ltd. and the IHI Corporation - holds a 51% stake and Siemens a 49% stake in the joint venture. The company employs around 9,000 employees worldwide. Further information is available on the Internet at [www.primetals.com](http://www.primetals.com).