

Frimley, UK  
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## Siemens celebrates 170 years in UK and teams up with Big Bang 2013 in promoting science and engineering to young people

Siemens Healthcare recently showcased a variety of interactive medical imaging exhibits to young people at The Big Bang Fair 2013, the UK's largest single celebration of technology, science and engineering. For the fourth consecutive year, Siemens was lead sponsor of the event, which took place at the ExCel London convention centre. This year had special synergies in encouraging the interest and engagement of people in the development of innovation, as Siemens celebrates 170 years of business in the UK.

In 1843, William Siemens came to the UK and patented a method for electroplating before developing and supporting the UK's technology sector with his business interests. Siemens' ongoing participation with The Big Bang Fair continues its founder's technological enthusiasm by promoting STEM subjects (science, technology, engineering and mathematics) to young people.

Hands on demonstrations at the Siemens stand proved extremely popular, providing children with a unique insight into modern medical imaging solutions. Exhibits included the demonstration of a number of innovative systems, including an ACUSON S2000™ diagnostic ultrasound system and an MRI demonstration unit with a video explaining how MRI works. Students were able to use the S2000 system to scan a model fetus within a simulated womb and were shown how to analyse the 3D images captured. Siemens also gave students an opportunity to take part in an interactive videogame to build a complete scan image.

"Following 170 years of innovation, including recent developments such as the recently launched ACUSON Freestyle™ wireless ultrasound system, Siemens is

proud to promote STEM subjects among young people,” states Bernadette Leonard, UK Business Manager for Ultrasound and Echocardiology Products at Siemens Healthcare. “The hands-on experience at The Big Bang Fair 2013 proved very popular with attending pupils and students, and we look forward to perhaps seeing some of them develop an early interest in the healthcare sector.”

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