

PRESS RELEASE

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THE WORLD ECONOMIC FORUM ANNOUNCES NEW CLASS OF TECHNOLOGY PIONEERS FOR 2006: EnOcean GmbH SELECTED

Munich, 5 December 2005 – The World Economic Forum today announced 36 Technology Pioneers for 2006. EnOcean GmbH has been selected as one of these Technology Pioneers.

Technology Pioneers are companies that have been identified as developing and applying highly transformational and innovative technologies in the areas of energy, biotechnology and health, and information technology. This year's class of companies has been selected not only because of the cutting-edge work undertaken by the organizations, but also because their work has potential long-term impact on business and society.

In line with the Forum's commitment to improving the state of the world, the Technology Pioneers programme was established in 2000 to provide a new perspective on technological change. The programme is run by the World Economic Forum with Apax Partners and Deloitte Touche Tohmatsu as Strategic Partners. Through its Technology Pioneers programme, the Forum identifies and integrates those companies around the world that are involved in the design and development of new technologies. Each innovation, whether it has large or small consequences, is another step in society's attempt to harness, adapt and utilize technology to change and improve our world. The World Economic Forum is invested in monitoring and highlighting these innovations and exploring possible societal repercussions.

"The creative innovations produced by our Technology Pioneers hold the promise of significantly affecting the way business and society operate", said Peter Torreele, Managing Director of the World Economic Forum. "As a global knowledge hub, we see the Technology Pioneer community as key contributors to this dialogue and to the mission of the World Economic Forum."

One of this year's Technology Pioneers is EnOcean GmbH, located in Oberhaching, Germany.

EnOcean GmbH was founded in October 2001 as a spin-off from Siemens AG by a team of five managers with Markus Brehler as the CEO. EnOcean's mission sounds simple: To harness unused energies in a completely new manner. Maintenance-free, batteryless and wireless sensors allow a reliable and cost-advantageous transmission of signals by converting process energies into usable electric energy. Having "enabled by EnOcean" as its motto, the company as a technology supplier

supports applications in building automation, manufacturing and process industry, in cars and also in medical devices.

"Batteryless radio sensors will make an entrance into many different areas of our lives. Whether at home, in the car, in the office, or during our precious leisure time – everywhere, we find new possibilities of controlling things or recording states “, said Markus Brehler, CEO and founder of EnOcean GmbH. “No time-consuming, expensive installation, a highly efficient use of limited resources – EnOcean intends to show the world that it is possible to enhance convenience and performance in an environmentally friendly and cost effective way.”

Each year, members, constituents and collaborators of the World Economic Forum nominate Technology Pioneers. The criteria for selection include:

1. *Innovation.* The company's technology must be truly innovative. A new version or repackaging of an already well-accepted technological solution does not qualify as an innovation. The innovation should be recent – not more than two years old. The company should invest significantly in R&D.
2. *Potential Impact.* This company's technology must have the potential to have a substantial long-term impact on business and society in the future.
3. *Growth and Sustainability.* The company should have all the signs of a long-term market leader and should have well-formulated plans for future development and growth.
4. *Proof of Concept.* The company must have a product on the market or have proven practical applications of the technology. Companies in “stealth” mode and companies with untested ideas or models will not qualify.
5. *Leadership.* The company must have visionary leadership that plays a critical role in driving the company towards reaching its goals.
6. *Status.* The company must not currently be a Member of the World Economic Forum. This criterion applies to the parent company – thus wholly-owned subsidiaries of large firms are not eligible.

Nominees are evaluated by an external review committee comprised of technology experts with respect to the criteria above.

EnOcean is currently working on tiny new energy converters that are able to generate sufficient energy from slight vibrations or temperature gradients for radio sensor technology. Thanks to a further miniaturisation of the energy converters and the pertinent electronic components, EnOcean is opening up completely new areas of use e.g. in energy management or active RF-ID systems. According to the vision of EnOcean, radio technology will, in future, be found in miniature switches, tiny wireless temperature sensors, and in sensor modules that, for example, can be integrated in machine parts.

The uniqueness of the Technology Pioneer network ensures that companies involved in the development of new technologies are engaged in an integrated and interdisciplinary way. The Technology Pioneers community will provide the Foundation and its members with in-depth knowledge of some of the key technology issues facing society.

The **World Economic Forum** (www.weforum.org), based in Geneva, Switzerland, is an independent organization committed to improving the state of the world. Funded by the contributions of 1,000 of the world's foremost corporations, the Forum acts in the spirit of entrepreneurship in the global public interest to further economic growth and social progress. The Forum serves its members and society by creating partnerships between and among business, political, intellectual and other leaders of society to define, discuss and advance key issues on the global agenda. Incorporated in 1971 as a foundation, the World Economic Forum is impartial and not-for-profit, and is tied to no political, partisan or national interests. In 1995 the Forum was awarded NGO consultative status with the Economic and Social Council of the United Nations.

Note to Editors:

For more information on the World Economic Forum's Technology Pioneers and the 36 nominees go to www.weforum.org/techpioneers

High-resolution, print-quality photographs of the nominees can be downloaded from www.pbase.com/forumweb/techpioneers

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