

Schneider Electric Showcases Innovation At Every Level at its Dubai Life Is On Innovation Summit on April 11th & 12th at The Atlantis

- **More than 3000 delegates from Middle East, Africa, Europe & Asia Pacific will share insights and perspectives on redefining power and automation for a new reality**
- **Innovation Hub to showcase interconnected experiences brought about by the Internet of Things for buildings, factories, plants, data centers and homes**

Schneider Electric, the global specialist in energy management and automation, is hosting its Life is On Innovation Summit in Dubai on. The two-days summit will see more than 3000 participants, representing government, businesses and the channel community from across Middle East, Africa, Europe and Asia Pacific discuss the latest trends, technologies and innovations that are shaping the region's world of energy and automation.

Schneider Electric's Innovation at Every Level harnesses the power and promise of the Internet of Things to reshape cities, transform industries and enrich lives through connected products, edge control, and apps, analytics and services.

The Dubai Innovation Summit will be held on April 11th & 12th April at the Atlantis. Registration to the event is free of charge. However, Schneider Electric reserves the right of admission to the event.

People can register on the following link – <http://www.schneider-electric.ae/en/work/campaign/innovation/overview.jsp>

The Summit will focus on many themes for which innovation and the use of the latest technologies are key, including Efficient Buildings for a Cooler Planet, The New World of Energy in 3D+E, Intuitive Industries, Data Center: In the Cloud and at the Edge, and Power Distribution Redefined.

On the sidelines of the Summit, an Innovation Hub will allow delegates to experience first-hand Schneider Electric's latest innovations and solutions for buildings, factories, plants, data centers and homes. These innovations and solutions bring connectivity – made possible with the Internet of Things, mobility and analytics to systems where the IT and OT spaces converge, helping customers achieve greater efficiency, reliability, sustainability and safety.

About Schneider Electric

Schneider Electric is the global specialist in energy management and automation. With revenues of €27 billion in FY2015, our 160,000+ employees serve customers in over 100 countries, helping them to manage their energy and process in ways that are safe, reliable, efficient and sustainable. From the simplest of switches to complex operational systems, our technology, software and services improve the way our customers manage and automate their operations. Our connected technologies reshape industries, transform cities and enrich lives. At Schneider Electric, we call this Life Is On. For more information, please visit www.schneider-electric.ae