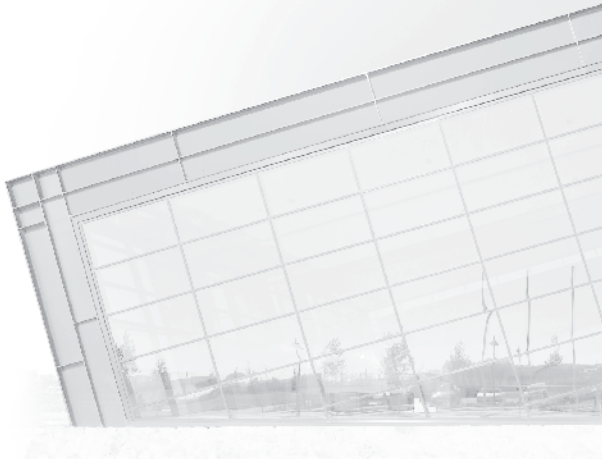


Solution Center  
Haan



## Expertise in a Far Eastern atmosphere

The AMADA Solution Center was designed to make visitors' experiences both successful and pleasant. With this in mind, a unique atmosphere was created as the ideal basis for constructive discussions and good working relationships.

The comprehensive support and advice, the Solution Center's technical equipment and the architecture are all signs that AMADA has the utmost respect for its visitors while also being a visual indication of its commitment to its Japanese roots.





The Customer Hall is the 'heart' of the AMADA Solution Center with lobbies on two different levels where visitors can sit back and relax on arrival before meeting their contacts. Both lobbies provide impressive views of the unique architecture of the light-flooded reception hall, which should not only make visitors' waiting times appear shorter but also provide a tranquil reception environment.



## Welcome!

The Solution Center's design and furnishings show just how much the AMADA Group values its customers and visitors. They also demonstrate AMADA's technical expertise, its understanding of future-oriented production solutions and its respectful treatment of the environment.

Solution Centers based on the same design and architectural structure have already been built in Japan and North America. This extraordinary building has been developed as a setting for a unique combination of consultations, demonstrations and knowledge transfers.



*Conference Room*



The Show Room is designed and equipped with the latest technology and tailored to ideally meet the requirements for optimally demonstrating and presenting the AMADA products. Presentation islands organised by engineering areas form the platforms on which the AMADA applications engineers use presentation machines to demonstrate practice-oriented manufacturing solutions tailored to customer requirements.

The fusion of natural and artificial light in a pleasant ambient environment and the environmentally-friendly geothermally air conditioned hall create an extremely pleasant atmosphere for visitors. With an area of over 2,000 m<sup>2</sup> the show room is the ideal size to present the European trade with the whole spectrum of products for modern industrial sheet metal forming.



Four P&P Rooms for 'proposals and presentations' play a central role. AMADA employees use these rooms to analyse customers' individual requirements and present appropriate manufacturing solutions. Tables illuminated from below for presenting drawings, large flat screen televisions, multi-media technologies and connections for customers' laptops are

all standard furnishings in the P&P Rooms, providing the ideal environment for quality analyses and consultations.

A special conference room is also available as one option for holding meetings that require a larger environment.

## Productivity and efficiency now and into the future

The AMADA Solution Center optimally links the three basic functional areas: the Customer Hall, the Show Room and the AMADA School. Whether for customer-tailored consultations and solutions, demonstrating the AMADA machine portfolio or training customers and employees, the conditions in the Solution Center are ideal in every respect. A logistics centre and AMADA GmbH's management offices are connected to the central area.

Again, this has been done with a customer focus: the short distances make it possible to conduct business efficiently at all times.

The AMADA School is used to furnish machine operators and AMADA engineers with practice-orientated, professional expertise. This is made possible thanks to the in-house demonstration hall with training machines and seminar rooms equipped with the latest presentation technology. The optimal environment is therefore created for training and development and for the AMADA applications engineers to pass on their specialist expertise to the machine operators.

In the AMADA School, the operators learn how to optimally use the machines' potentials for their own requirements and AMADA's own employees expand upon their expertise. AMADA Machine Tools Europe GmbH (bandsaws, high-precision turning and grinding machines) also operates throughout Europe from Amada Allee in Haan. An AMADA centre has therefore been developed on the 71,000 m<sup>2</sup> area, offering customers centralised information on the entire AMADA portfolio and enabling them to purchase services, as well as providing an environment in which Amada GmbH can manufacture its own tools.



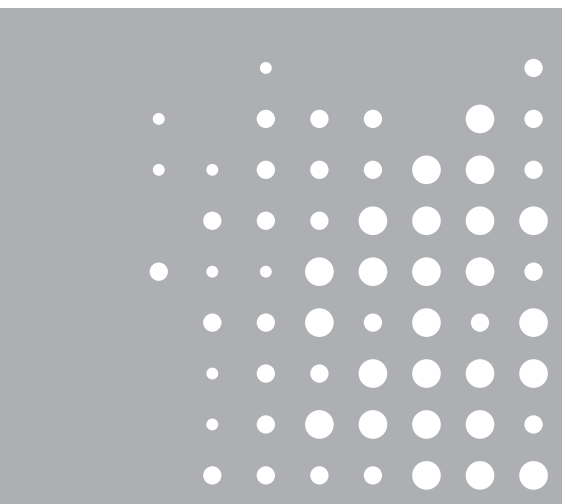
*AMADA School*



*Dining Room*

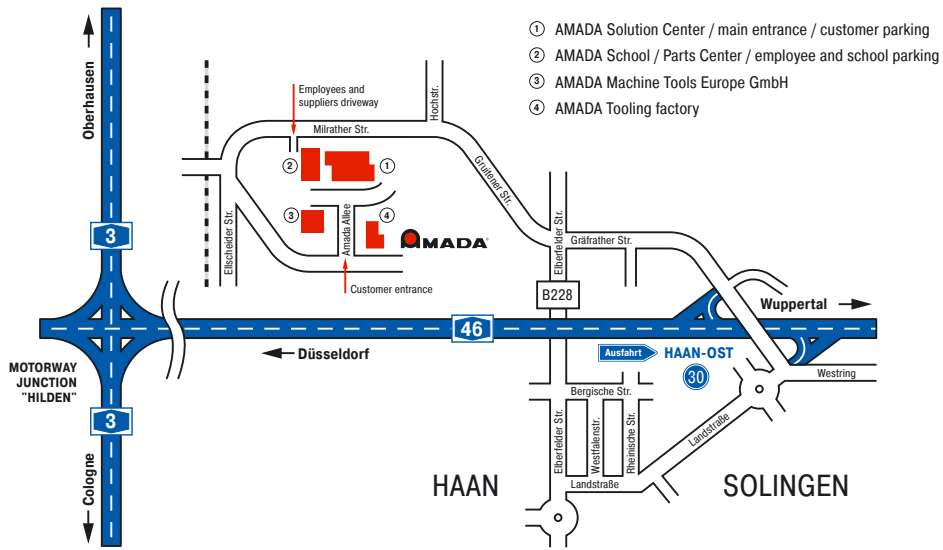


*Royal Room*



The SE-Studio is the most spacious presentation room in the Solution Center. SE stands for 'Supporter Engineering' and was the name given to a room in the first AMADA Solution Center in Japan in which applications engineers prepared for customer presentations.

The studio later became the actual presentation room, now with a capacity for up to 35 people. Its name, however, never changed.



Amada GmbH  
 Amada Allee 1  
 42781 Haan, Germany  
 Tel. +49 2104 2126-0  
 Fax +49 2104 2126-999  
 info@amada.de  
 www.amada.de