

next floor



Welcome

...to *Next Floor*, a new magazine from Schindler.
In this inaugural issue, we will explore our mobile
lifestyles in destinations from New York to Beijing.
Join us and enjoy.



Schindler



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Schindler news from North America and beyond

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Welcome to the *Next Floor*



We hope you'll enjoy our new magazine, where we take time to explore the forces that shape our future. In this issue of *Next Floor*, we'll focus our attention on urban mobility and how a dynamic process called conurbation is shaping our world. We'll visit some exciting destinations, from sparkling Times Square in New York to Beijing, the host city of the Olympic Games. Our travels will take us to London, to Chicago's O'Hare airport, one of the world's busiest, and to the Golden Horseshoe conurbation in Southern Ontario, along with other interesting locales.

As a company that's grown from strong traditions, we at Schindler see an exciting future of mobility where we continue to build a strong presence in North America. Reliable. Moving. Trailblazing. These are the brand values that fuel the passion behind our mobility solutions as expressed in the recent introduction of our new Schindler ID® human interface system, the next generation of destination-based elevator technology. Your reception to our products and your high level of satisfaction serve to re-energize our efforts. As the world grows in complexity, we will continue to provide innovative solutions to take you and 900 million Schindler passengers each day to the next floor.

The exponential growth of urbanization and the process of conurbation propel us into a future that places tremendous demands on our mobility systems. Schindler employees in 245 branches across North America stand ready to meet these challenges. Join us in a journey to the *Next Floor*, a lively new magazine to celebrate our movement into the future.

A stylized, handwritten signature in black ink, consisting of several overlapping loops and a long horizontal stroke at the end.

Jakob Züger
Chief Executive Officer, Americas

Moving out.

How a process called conurbation impacts our mobility.



Moving in.



Photo left: The sprawling skyline of the Los Angeles conurbation stretches to a seemingly endless horizon. Photo above: Conurbations generate outward movement, and, as taller structures join the march, require the upward mobility Schindler provides.

There's an old marching song that goes like this: "So here we go, we're at it again. We're moving out, we're moving in." It could become the anthem for a geo-social process called *conurbation*, which the dictionary describes as an aggregation or continuous network of urban communities. It's what many of us might refer to as urban sprawl. While the latter might suggest a serendipitous spilling of cities beyond their traditional borders, this isn't actually the case. Many businesses, as part of their strategic planning, are moving out of city centers into suburban areas, and, as a result, people are moving into these expanded urban zones. The result is conurbation.

While the term conurbation might not roll off our lips or be a popular topic at cocktail parties, it's been in our vocabulary for a while, because the process it describes isn't really new. Metropolitan New York and Greater London are conurbations that can trace their roots into the 1800s. Fast-forward to today, and conurbation has picked up considerable momentum as the force of globalization, the pace of our lifestyles and the march of business have increased. With the exception of Antarctica, (while some jokingly proclaim McMurdo Station is a conurbation, we'll throw cold water on that idea) large urban aggregations can be found on every continent. Several notable conurbations include the Los Angeles area, the Golden Horseshoe in Southern Ontario, Canada, the Randstad area in the Netherlands and the Greater Brisbane conurbation in the South East Queensland area of Australia.

Regardless of where they occur, there are common threads to conurbations. The areas within them demonstrate strong economic and social ties. There is a loss of the centrality of the city. And typically, corporations move closer to affluent suburbs where labor and talent pools have migrated. This process of continuing development is not without its challenges. How will the natural landscape be affected? What will be the ecological impact? How will urban zones take shape in close proximity to residential neighborhoods? Visionary urban planners are working to strike a balance with respect to land use, the environment and cultural style as outward movement continues and populations establish new mobility patterns.

The process of conurbation brings changes in architecture as taller business, retail and residential structures find their way outside traditional city perimeters. As a consequence, urban populations increasingly find the need for upward mobility via elevators and escalators, which is why we at Schindler monitor conurbation and work to develop leading-edge mobility solutions that satisfy demands for greater efficiency and convenience. Conurbation will continue well into the future as will our efforts to blaze a trail through this exciting urban dynamic. So, don't be surprised if you overhear someone using the term conurbation at a social gathering... just ask if they're with Schindler. ■

It's anything but square

He obviously had a keen eye for a great piece of property. While this was to be just one of his many land holdings in the area, it surely held a special place in his heart, because it was at this spot that John Morin Scott constructed his manor home in the mid-1700s. Originally named Longacre Square, it was renamed Times Square in 1904 after a new and famous tenant, *The New York Times*.



Today, it is one of the most popular destinations in the world, bringing to one place the bright vitality and energy of the American spirit. It fuels our desire for entertainment, serves as a meeting place for commerce and brings us the excitement of the future with each new year. It stands beside the welcoming glow of the lamp of Liberty that symbolizes its free spirit.

Times Square, referred to as the Crossroads of the World, marks the nexus of the New York conurbation and has become the focal point of a city that never sleeps. It delivers an electrifying pulse of energy to Manhattan, thanks to its constant mobility and the endless flow of office workers on their way to and from the major corporations and high-rise offices that surround the Square. And it's always filled with tourists headed for theaters, restaurants and shops. There's a seemingly endless supply of taxis, buses, passenger cars, bicycles and pedestrians keeping a sharp lookout as they navigate through all this moving traffic at busy intersections.



The dazzling New York Marriott Marquis hotel has become a centerpiece of Times Square and serves as a meeting place for tourists, visitors and the business world. Its soaring atrium, 360-degree revolving View Restaurant and its stunning banquet facilities give shape to the energy of New York City.

Destination, please

Major hotels overlook Times Square, and perhaps the most famous is the 49-story, 1.8 million-square-foot, New York Marriott Marquis, itself a tourist attraction. Designed by the architectural firm of John Portman & Associates, the hotel is an imposing structure with a spectacular atrium that houses a circular bank of 16 elevators. Located in the heart of Times Square, the hotel mirrors the tremendous mobility that energizes New York. According to Mike Stengel, Marriott's market vice president and the hotel's general manager, "With 2,000 rooms and countless business travelers, visitors and tourists using the hotel and its facilities, there can be as many as 10 to 12,000 people in the building at one time, far exceeding its original design capacity. Of course, with so many guests moving between floors, elevator delays became inevitable, most commonly at peak hours around meal times and check-in. It was a challenge for us, because the hotel's configuration wouldn't allow more elevators to be added." The management team and engineers of the Marriott Marquis needed a trailblazer...a partner who could help them improve their vertical efficiency. Enter Schindler. ►



Photo left: Times Square is the heart of a city that never sleeps. It is endless movement...thousands of taxicabs fill its streets, countless visitors cross its intersections and Schindler elevators carry us ever closer to its rooftops. Photo below: Mike Stengel, Marriott's market vice president and the hotel's general manager.

► An intelligent destination-based system developed by Schindler, called Miconic10®, was installed as part of a retrofit and modernization of the elevator system and of the Marriott Marquis hotel overall. Now, passengers enter their floor destination into strategically located keypads in the lobby and are directed to the elevator that will take them there with minimal stops along the way. "This computer-controlled system has reduced delays by more than 50 percent. Visitors are delighted with the experience, and as an added benefit, energy consumption has been reduced by 3.3 percent which, in a hotel the size of the Marriott Marquis, adds up to 1 million kilowatts," adds Stengel.

The light show

A magnificent hotel also offers a breathtaking view, and that's the name of its 360-degree revolving restaurant, The View. As guests look down on the city at night, they're struck by the amount of light. Times Square has long been an important media center for advertisers looking to reach its millions of visitors with selling messages delivered via spectacular electronic billboards. The most notable today is the NASDAQ sign. At a cost of \$37 million and standing 120 feet high, this curved seven-story, intensely lighted billboard has become one of the centerpieces of Times Square, along with the Panasonic Astrovision sign which currently displays the Fox News Channel. In addition to these mesmerizing signs are countless animated neon and LED signs in a neighborhood that actually requires building owners to display lighted signage.

Happy New Year!

If there is one event that is most closely associated with Times Square, it is the famous ball drop on New Year's Eve, which officially rings in the New Year, and it does so in spectacular fashion. A stunning Waterford crystal ball lighted by high-powered, energy-saving LEDs heralds in the sparkle of the New Year with 1 million revelers in the Square and an estimated 1 billion viewers on television.

Schindler is proud to move visitors through Times Square buildings, theaters and stores, and meet their needs for speed and convenience with reliable urban mobility systems. We wonder what John Morin Scott would think about his parcel of land now. He certainly had a keen eye for a great piece of property.



Photo above: Stock market tickers, financial reports and spectacular ads roll across the NASDAQ sign as it lights up Times Square.



Fast Facts

Times Square

Area: about 50 acres

Visitors annually: 26 million

Taxis in New York City: more than 12,000

Pedestrians on Times Square from
8:30 p.m. – midnight: up to 119,000

New York Marriott Marquis

When opened in 1985, world's tallest atrium 37 stories

1,949 rooms and suites

22 elevators; 16 passenger, 6 service

20 escalators

The View Restaurant is the only revolving rooftop
restaurant in New York City

101,450 square feet of meeting, banquet and
exhibition space

Schindler Miconic 10 is the elevator industry's original
destination-control system



Visitors enter their floor on a computer-controlled Miconic 10® keypad,
which directs them to the elevator that will take them to their destination
most efficiently. ■

It really has nothing to do with horses. The “horseshoe” part of the name was simply a description of the shape of this conurbation. Charles Hunter McBain, preparing a speech for Westinghouse President Herbert Rogge and desiring to convey the tremendous industrial potential of the region surrounding the western perimeter of Lake Ontario, coined the term, Golden Horseshoe. It was 1954. The name stuck.

To better understand the geography of what is now often referred to as the Greater Golden Horseshoe, an area with a booming economy, let's begin a journey from the point where the southeastern tip begins and work our way west, then north and finally east until we reach the other end. Okay, buckle up. First stop: Niagara Falls.

The



On average, 600,000 gallons of water fall every second, or 36 million gallons per minute, over the 167-foot-high crest of the Horseshoe Falls on the Canadian side of Niagara Falls. Created around 12,000 years ago during the last ice age, the falls were about seven miles further upstream and continue to recede at the rate of approximately one yard per year.



The economy of the Golden Horseshoe continues to grow, thanks to major financial and industrial development. Toronto's stock exchange is the third largest in North America after the NYSE and NASDAQ. Hamilton maintains one of the largest seaports in Lake Ontario, and Pearson International Airport in Mississauga is Canada's busiest, handling about 30 million passengers a year.

Golden Horseshoe

Mobility takes shape

Niagara Falls is renowned for its scenic beauty, with the falls themselves the most significant source of annual tourist revenue. The falls on the Canadian side are aptly named and offer us the Horseshoe Falls within the Golden Horseshoe. They stand at the center of what is one of the world's largest per capita tourist economies, thanks to the millions of visitors who come to experience the natural wonders, gourmet restaurants and plentiful retail shops. But it is by capturing the Niagara River's power in the form of hydroelectric energy that Niagara satisfies the Golden Horseshoe's seemingly insatiable appetite for electricity.

As we blaze our trail toward the west, we are reminded that a conurbation is not confined to straight lines or highway routes because, as it develops, it radiates outward from the centrality of the city.

- The Golden Horseshoe occupies an area that extends outward from Lake Ontario by more than 75 miles on average.
- Its shape curves over a distance of 150 miles.
- In total area, it exceeds 12,000 square miles.
- Its population of 8 million represents 75 percent of Ontario's total and 25 percent of the entire population of Canada.

Next, we arrive at the port city of Hamilton, which lies at the innermost curve of the Golden Horseshoe. While Hamilton was at one time a key center for steel manufacturing and heavy industry, it has been carried atop the wave of a steady shift to service-related industries. One might anticipate a decline in population as a result of this shift, but urban mobility has been alive and well in this area, and, in 2001, a new city of Hamilton was formed by amalgamating six separate municipalities. It's all about moving. Heavy industry moves out, service moves in, and both commerce and population radiate from the center of the city as it becomes increasingly interdependent with outlying areas. ►



Rising opposite the Falls are the hotels and retail buildings in the city of Niagara Falls, Ontario. The energy and mobility in the bustling center of the city are focused on the shops and eateries that serve the many tourists and visitors. Year-round residents also enjoy scenic biking, walking trails, parks, playing fields and swimming pools that build a strong sense of community.



The city of Toronto boasts a modern transportation system, both above and below ground, with buses, streetcars, subways and rapid transit lines carrying more than 1.5 million passengers daily. It's the third most heavily used urban mass transit system in North America.





An aerial view of Toronto shows its dramatic vertical growth as high-rise buildings reach toward the sky to highlight its role as one of the world's leading financial centers.

All that glitters

Making our way around the curve of the Horseshoe, we begin heading north and arrive in Toronto, the largest city in Canada and the capital of Ontario. With a population of 5 million, it represents more than 60 percent of the population of the Golden Horseshoe. Toronto is a vibrant player in the global economy and a focal point for diverse business sectors that encompass finance, telecommunications, transportation, aerospace, media, arts, medical research, tourism and sports. As diverse as its economy, so, too, is Toronto's population, a salad bowl of ethnicities with the second-highest percentage in the world (almost 50 percent) of foreign-born residents. Varied, too, is its architecture, with buildings dating from the 1800s huddled next to structures of post-millennium design. ►

Toronto is a city filled with people on the move. The hustle and bustle seems endless, and reflects a sense of vitality and energetic purpose.



► As a cultural center, Toronto is the heart and soul of Ontario. Perhaps as a by-product of its diversity, the city is home to six opera companies, 50 ballet and dance companies and two symphony orchestras. There are numerous theaters for the performing arts, open-air venues for concerts, movie theaters, art galleries and art studios. Film and television production also flourishes here, and the Toronto Film Festival has captured interest from around the globe. It's no surprise that Toronto has become a major tourist destination with more than 4 million visitors each year.

Full speed ahead

Keeping visitors and the local public moving in this high-energy city is no easy task. One example of new construction where

urban mobility was a key design consideration is the Toronto Life Square, on the dynamic northeast corner of Yonge and Dundas streets, the heart of Toronto's retail, financial and entertainment districts, and boasting the highest foot traffic in the city. Toronto Life Square is a mixed-use project designed to service the 56 million people who work, shop, play and learn at Yonge and Dundas every year. The building complex is anchored by a 24-screen AMC Theatre that houses the world's largest collection of Sony digital projectors, which can display images with four times the resolution of HDTV. Thousands of people move smoothly through the complex on 19 Schindler 9300® Advanced Edition escalators.



Located at the intersection of Yonge and Dundas streets, Toronto Life Square has rapidly become a magnet for shoppers, business people and visitors to the heart of the city.



Fast Facts

56 million people visit Yonge and Dundas annually

20 million subway passenger trips start or end at Dundas Station each year

18 million pedestrians cross through the intersection annually

19 Schindler 9300® Advanced Edition escalators move people through Toronto Life Square



Toronto Life Square has become one of Toronto's most exciting lifestyle and entertainment complexes.



Schindler is at work moving thousands of visitors within Toronto Life Square as they head for its many theaters, restaurants and shops.

A moving experience

Of course, there's more to the Golden Horseshoe. To the north is Oshawa, the home of General Motors of Canada and highly mobile residents who regularly commute the 23 miles to Toronto. South and west is Brampton, described as The Flowertown of Canada, thanks to its substantial greenhouse industry and home to major corporations including, Ford, Coca-Cola, Nestlé, Chrysler and Frito-Lay. Mississauga, Canada's sixth most populous municipality, is further south as is the city of Guelph, The Royal City, in Southwestern Ontario. The Golden Horseshoe conurbation is more than a geo-social process. There is an underlying sense of purpose here thanks to ongoing expansion programs undertaken by leading life science, agribusiness, biotechnology and environmental management corporations. It is an elegant example of how urban sprawl might better be described as mobility to a better economic future and improved quality of life. ■

Giving life to movement

A young couple on their honeymoon presses a button in an elevator and travels up five stories to the pool deck on one of the world's largest cruise ships. A family on a shopping spree takes the escalator to the "home furnishings" floor. A businessman boards an elevator for the 80th floor in one of the tallest buildings in Chicago. Travelers find it easier to move through busy airports thanks to moving walkways. Urban mobility is on the rise, and, to meet this need, Schindler moves more than 900 million people each day around the globe. But it takes more than pushing a button or stepping onto an escalator to deliver this many people to their destinations.



Reliable

We depend on elevators, escalators and moving walks to take us where we want to go. For Schindler, reliability is the result of a commitment to quality that has been built into our products for 134 years, since Robert Schindler founded our company in Lucerne, Switzerland, in 1874. It remains a family-held business to this day, clearly focused on our core strength in elevators and escalators. Many of our standards and safety features have been adopted as codes for elevators and escalators and are now required throughout the industry. It is the dedication of more than 45,000 employees in 1,000 locations around the globe who engineer, monitor and maintain our equipment every hour of every day. Reliability has earned us the distinction as the world's leading manufacturer of escalators and the second-largest provider of elevators in the world. Schindler is a leading supplier of elevators to the marine industry, where it is not uncommon to find as many as 30 elevators and 10 escalators, and even a moving walk or two aboard today's supersized cruise ships. Our elevators also bring passengers to the top of some of the world's tallest buildings, like the famous Sears Tower in Chicago, World Trade Center III in Beijing and the Federation Tower in Moscow...and simply up to the next floor in a two-story office building.

Moving

Over the course of its history, Schindler has established a reputation for leadership to meet the needs of our ever more mobile society. Since 1874, we have steadfastly proven that a dedication to superior quality, pride in craftsmanship and a commitment to customer satisfaction is the route to reliable and exceptional performance. Our purchase of the Haughton Elevator Division in 1979, and, ten years later, the elevator division of Westinghouse, secured our operation here in North America.



Trailblazing

Because we're constantly on the move, we want to reach our destinations efficiently and without unnecessary delays. Schindler technology helps us achieve this with products like our Miconic 10®, the original destination-dispatch system. Miconic 10 manages groups of people traveling to the same floor and reduces the number of intermediate stops to improve elevator efficiency and reduce time to destination. The next generation is found in the Schindler ID® system, where passengers identify themselves with a badge, PIN code or key tag that has their details programmed into it. Schindler ID then assigns an elevator car that conforms to their needs and takes them to their destinations as quickly as possible.

Ours is a portrait of a visionary enterprise focused on moving people...their behavior, their emotions and their aspirations. Schindler's colleagues, associates and customers have shaped a company with an enviable spirit that will carry us into the future, where we will continue to give life to movement. ■



It's the home of the Kentucky Derby, the Louisville Slugger, Muhammad Ali and one of the most interesting cityscapes in America. A panoramic view of Louisville's skyline, which at night also reflects a dazzling spectrum of colors, presents a collage of architectural styles. At one end, you'll see Victorian and classical buildings, then a switch to modern, a transition to postmodern and then a return to modern.



Humana



Louisville has also seen significant redevelopment of older buildings. An excellent example of this is the Humana Waterside building, which was constructed from a warehouse that dated to 1923. When the building was refurbished and substantially completed as office space in 1985, it boasted 750,000 square feet and had a planned occupancy of about 2,000 people. Seven Schindler elevators were installed to handle the traffic. However, this busy operations center runs from 6 a.m. to 11 p.m., five days a week, and the total population grew rapidly to reach 4,000 in 2007, placing a tremendous burden on elevator capacity. Long waits were inevitable and lost productivity the norm.



Mike Roberts, Humana's facilities manager, contacted Schindler to open a dialogue about possible solutions. Adding elevators was an option, but Humana and Schindler agreed that a more sophisticated technology — the Miconic 10® destination-dispatch system — was the solution.

"The modernization process went smoothly with virtually no disruption of service," Roberts said. "The Miconic 10 system is smart enough to analyze the best elevators for taking groups of people to their destination floors. They enter their floors into keypads in the lobby, and, in seconds, a display indicates which of the seven elevators they should take. The Miconic 10 modernization eliminated the need for additional elevators and reduced waiting times, thereby increasing productivity. To us, this system works very, very well."

Mr. Roberts, we couldn't agree with you more! ■

Rising



Center Field

In March 2008, more than 6 million passengers moved through O'Hare airport in Chicago and in 2007 a total of more than 76 million. Located in the center of the U.S. and a hub of both United and American Airlines, O'Hare is familiar to most travelers.

To meet ever-increasing traffic and due to its importance to the overall efficiency of air travel across the country, a major modernization program has been undertaken at O'Hare. In addition to reconfiguring runways and increasing operating capacity, terminal space is also being added...all part of a \$6 billion investment. And, since chances are you've traveled through O'Hare, you know that it is a large airport spread over a wide area, with terminals connected by, among other things, underground passageways that resemble the set of a science fiction movie.





Photo left: Chicago's O'Hare airport is described as the "world's busiest", and, while many passengers simply pass through, the city of Chicago itself is an exciting tourist destination. Photo below: Schindler's on-site service team works around the clock to help passengers reach their flights on time.

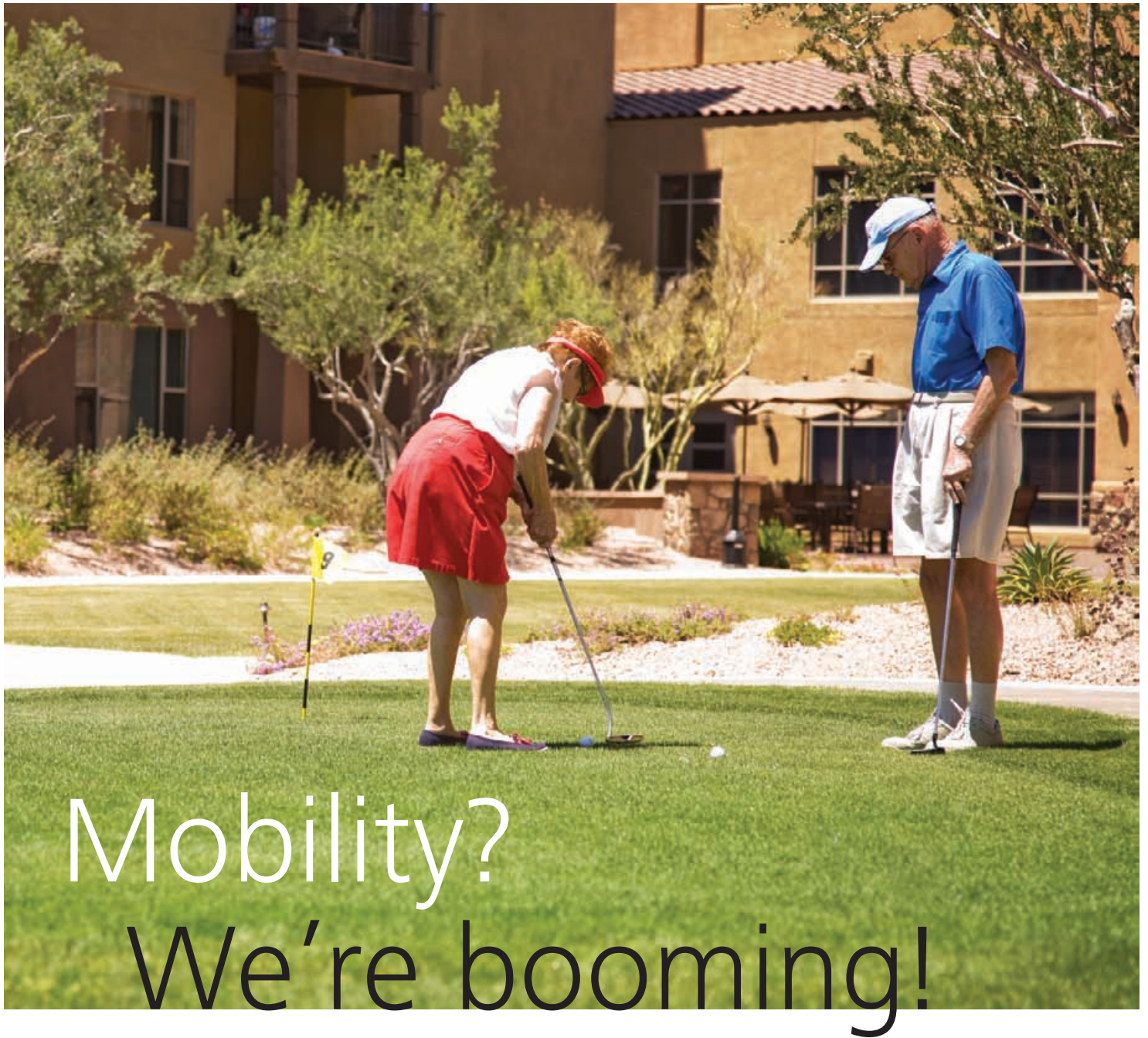
It's not science fiction when it comes to the mobility challenges that O'Hare is conquering. O'Hare is the transportation nexus of the Chicago conurbation and is a key driver in the region's economy, generating 540,000 jobs and contributing \$45 billion in revenue. Airport delays can be costly, so the need for reliable flight operations, combined with the ability to keep passengers moving efficiently through the airport, is paramount.

When you arrive at O'Hare, an elevator is likely to take the struggle out of hauling your luggage to another floor because there are 72 in operation, and all of them are maintained by Schindler. And, once you check your luggage, moving from floor to floor is simplified by taking one of the airport's 73 escalators, also maintained by Schindler. Getting to your gate in this sprawling airport can be expedited on any one of the dozens of O'Hare's moving walks. While you're on your way, if you happen to notice the windows look sparkling clean, window-washer lifts keep the cleaning crew on the move. Behind the scenes, you'll also find dumbwaiters hard at work, again all maintained by Schindler.



Keeping 147 transportation units running smoothly 24 hours a day, seven days a week, is the responsibility of the on-site Schindler service team of nine technicians and a project manager. They employ the latest technology to help ensure the reliable and safe operation of the many brands and models of elevators, escalators and moving walks that make up the circulatory system in the daily life of O'Hare. Their efforts take a massive airport and help make it far easier to navigate for the millions of passengers that rely on getting to their flights and destinations on time. As airport passengers, we don't think very often about the technology, equipment and service teams who help us get to our flights on time. At Schindler, we think about it all the time. ■





Mobility? We're booming!

It's been said that 60 is the new 40. We're fit, living longer and we're more active, which is surely one of the reasons we're healthier than previous generations. The idea that retirement might send us off to pasture has been replaced with the idea that it will offer us the opportunity to enjoy life a bit more, and engage our minds and bodies with new challenges. People simply don't "feel their age"...they're feeling much younger and are even willing to begin new careers, perhaps pursuing a dream tabled earlier in life. And, while many "baby boomers" live and work near major metropolitan areas, retirement offers the opportunity for mobility and the search for new ground.





Go West, young man

His famous admonition, arguably attributed to Horace Greeley circa 1865, then the editor of the *New York Tribune*, has become something of a rallying cry for many retirees. The lure of open spaces, sunny climates and lifestyles at once active and relaxed has exerted its magnetism on “baby boomers.” Among the destinations chosen, Arizona has captured tremendous interest because of a varied climate and geography. For those who seek a seemingly endless supply of sunny days, Southern Arizona, hot but dry, is the answer, and Tucson is a top destination.

Metropolitan Tucson has seen rapid growth in its senior population, which stands at about 20 percent of its 1 million residents. Significant drawing cards are the residential villages surrounding the city that offer affordable housing and unique independent-living communities like Splendido at Rancho Vistoso. A joint venture of Mather Lifeways and The Plaza Companies, Splendido offers a continuum of services and amenities that range from the active lifestyle seen every day throughout the community to assisted living and long-term care. There is a focus on wellness and nutrition-conscious cuisine, art classes, water aerobics, computer classes and more. Skilled nursing and memory-support care are available if residents should ever require them. ►



It’s just a short drive from Tucson International Airport to Splendido at Rancho Vistoso, in the Northwest Oro Valley, nestled at the base of the Tortolita Mountains. Here, visitors will discover parks, bike paths, walking trails, three golf courses and breathtaking vistas.





► Eight Schindler 330A™ elevators, ideally suited in terms of both cost and function for low-rise buildings, are used to assist residents with vertical mobility by delivering smooth, reliable performance in the three-story structures. Selected for their quality, value and performance, the elevators are also attractive, with interiors that are fitted with a bronze tapestry treatment consistent with the high-end décor visible throughout the community. And because Schindler 330A elevators are also ADA compliant, they're ideal for service in Sonora, Splendido's health center.

Several miles to the southwest, one Schindler 330A elevator is also at work in Tucson's Sun Professional Building, recently completed by Dr. Richard Weiss, a Tucson dentist. Dr. Weiss constructed the building to respond to the need for retail and office space by the many local service providers who follow the growing population of retirees to the Tucson area. According to Dr. Weiss, "Our 10,000-square-foot, two-story building is the newest addition to the

Sun Center complex. Our architect recommended the Schindler 330A elevator, and it's really the centerpiece of our building, since we have several entrances and the elevator establishes our main, or front, entrance. It's both beautiful and functional, a real accent to our building, and we've also engaged Schindler to handle maintenance for us."

An active lifestyle

For retirees, Arizona is a natural, thanks to a climate and geography that invite residents to live life to the fullest. And where people go, the businesses that serve them follow, along with the art and cultural activities that give shape to life. While Tucson may be a popular retirement destination, it is also, without question, a city on the move. ■



The Sun Professional Building expresses the Southwestern approach to architecture, which is reminiscent of the Santa Fe and Pueblo style of building design. Exteriors incorporate natural colors and elements that improve energy efficiency, while interiors reflect an emphasis on comfort and convenience.

The Vertical Village

Forward to the past.

While many of us have read about or have had the good fortune to visit some of the quaint villages that dot the English countryside, it's a bit hard to envision 11 villages stacked atop one another rising above the city of London. But that's exactly what's soon to happen after the construction of Heron Tower, a 33-story high rise located in the heart of London's financial district. ►

The architects designed and organized the structure into three-story office “villages,” each with its own atrium that rises through the three floors and offers use as a library, trading floor or exhibit space. Mobility within the villages is enhanced by staircases, or “bridges,” that connect the floors surrounding the atria. The result of this approach is that Heron Tower incorporates the technical and social demands of the modern workplace in a spectacular design.

As a symbol of London’s high-rise development, Heron Tower will reflect an interesting facet of urban sprawl. While London is a conurbation nexus, and many professionals and businesses have moved outward into suburban areas, there remains a tremendous need for more office space *within* the city. With virtually every inch of real estate already developed, the only direction that remains for London to expand is...up.



Rising in style

Heron Tower will be a spectacular structure, constructed almost entirely of glass and steel. Visitors to the tower will be directed to the elevator taking the fastest route to their destination village, thanks to Schindler’s Miconic 10® traffic-management system. Along with the Schindler ID® user-access system, it will control the 18 elevators serving the tower, including 10 glass double-decks, six of which are to be embedded in the perimeter wall. Visible from the street below, the glass cars will glide up and down the structure, revealing increasingly spectacular vistas of London as they climb.

London’s evening skyline presents a striking view with the London Eye, also known as the Millennium Wheel, looking out over the River Thames. On the far shore, Big Ben and the Houses of Parliament, also known as the Palace of Westminster, complete the landscape.



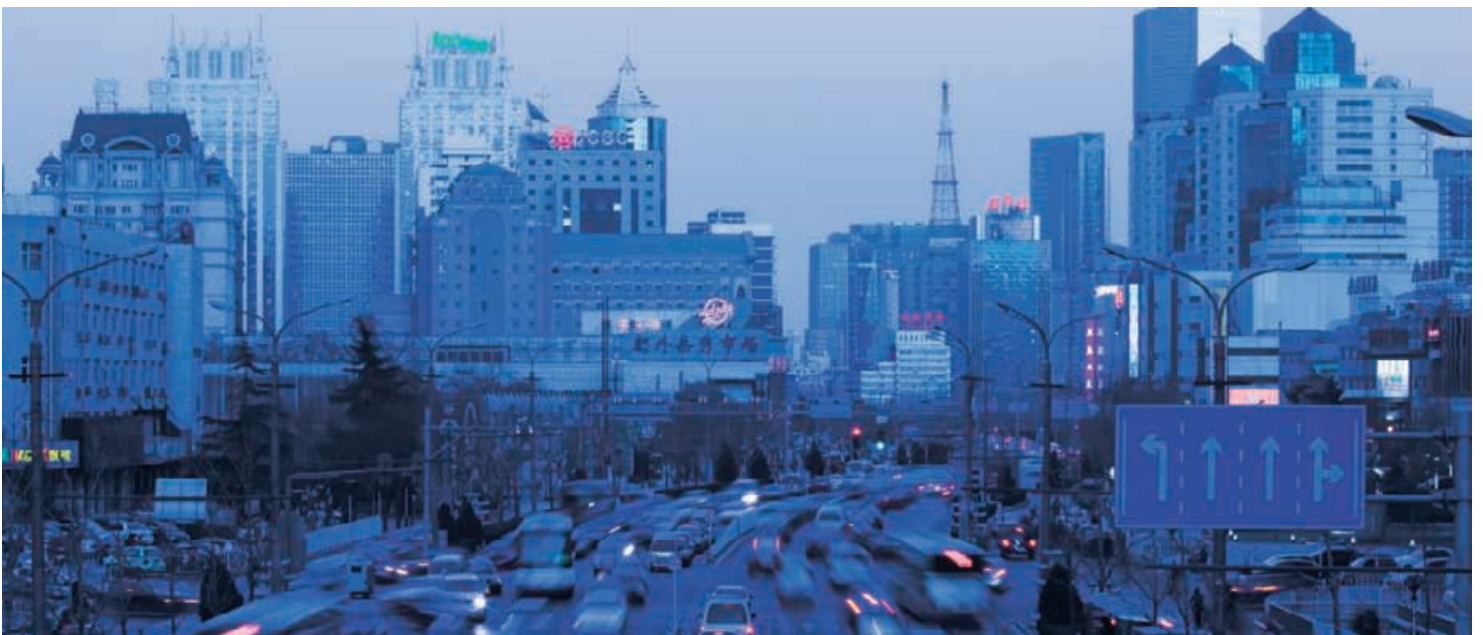
The rising London landscape and the vertical mobility it demands are facilitated by Schindler, which has already contributed to the Canary Wharf district at One Churchill Place and Wembley Stadium. With six towers either approved or under construction, a new London skyline is emerging with high-rise structures designed to work in harmony with traditional English architecture. Moreover, sensitivity to the neighboring environment will be seen, for example, in the creation of green public spaces surrounding the base of Heron Tower, while the extensive use of glass and atria will invite daylight deep inside the structure, along with the majesty of surrounding London. ■

One world. One dream.



The ancient city of Beijing hosted the modern Olympiad.

The Games of the XXIX Olympiad opened on August 8, 2008, at 08:08:08 p.m. CST at the Beijing National Stadium in the People's Republic of China. Rich in history, Beijing was declared the capital city of China in 1057 BCE and was home to emperors who lived within its Forbidden City. The Mongol Kublai Khan used Beijing as his base en route to conquering all of China. It was visited by explorers like Marco Polo via the Silk Road and became an important transportation hub for Asian trading routes. Beijing remained China's capital through the Manchu, Ming and Qing dynasties, and at one time became the largest city in the world. Today, with more than 17 million residents, Beijing is one of the most densely populated and fastest-growing cities in Asia. ►



National Stadium Fast Facts

1,083 feet long
722 feet wide
226 feet tall
Contains 11,000 tons of steel
Weighs more than 45,000 tons



The Olympic Games were awarded to Beijing by the International Olympic Committee on July 13, 2001, and the official emblem of the Games, the “Dancing Beijing,” features a stylized character, or jing, which means capital. The government focused on the Games as symbolic of China’s social stability, economic progress and emergence on the world stage. The efforts made in preparation for the Games were nothing short of monumental in scope.



Photo left: China conducted festivals celebrating the 2008 Olympics every year since 2003. These events included film showings, song competitions and exhibitions. Musicians, singers and dancers from China and abroad appeared in hundreds of performances in the Chinese capital. Photo below: A view, looking southwest, of the construction site of the 2008 Olympic National Swimming Centre.





Let the building begin

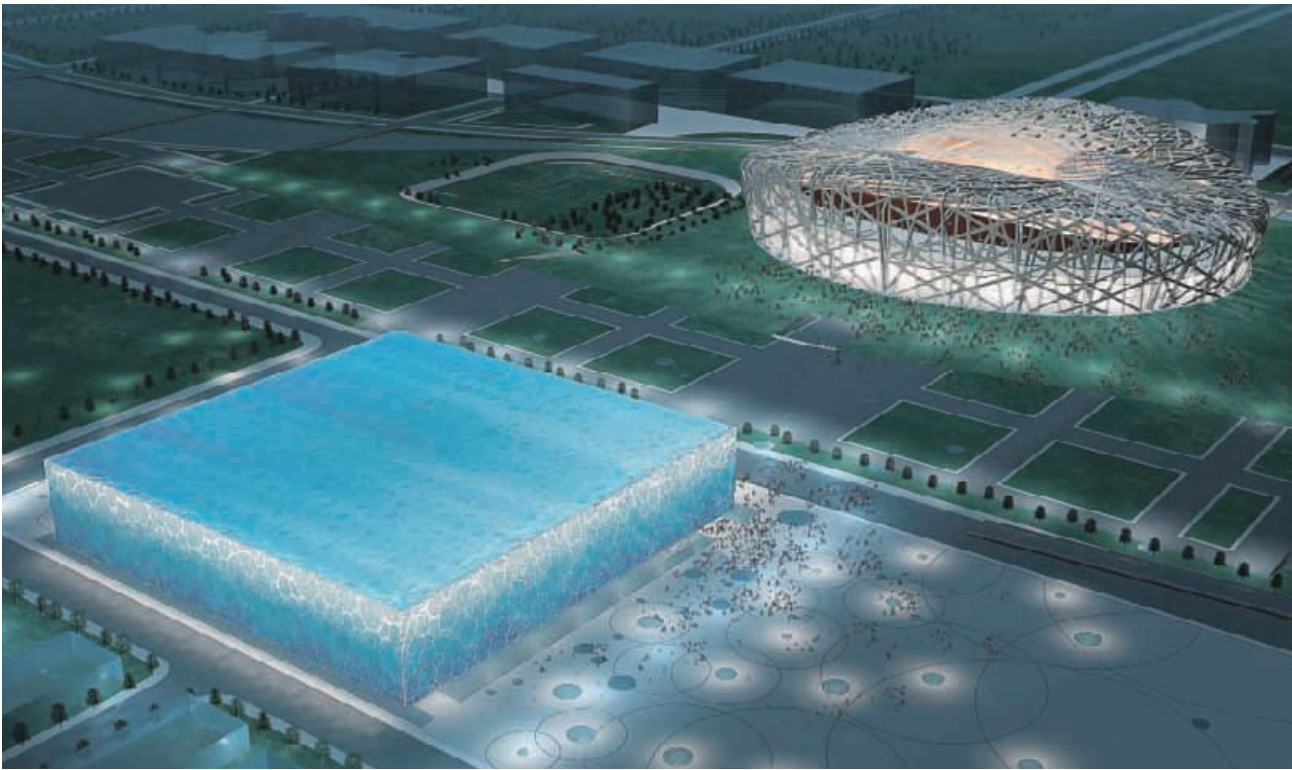
Thirty-one Beijing-based Olympic Games venues were constructed, including the renovation and construction of six venues outside Beijing as well as 59 training centers. The centerpiece was the 80,000-seat Beijing National Stadium, nicknamed the “Bird’s Nest” because of its lattice-like concrete skeletal structure.

With 302 events taking place in 28 sports in just over two weeks, visitors were in constant movement between events and venues at the Games. In anticipation of the tremendous influx of spectators, Beijing’s subway system underwent a major expansion that more than doubled its size. The system is comprised of 11 lines and 144 stations, including a direct link to Beijing Capital International Airport. In the airport itself, 11 unmanned trains, each transporting a maximum of 83 passengers, expedite the movement of people throughout the new terminal building.

Schindler was chosen to provide more than 100 escalators and elevators for Beijing’s Olympic Park and the “Bird’s Nest” National Stadium for the 2008 Summer Games. Sixteen Schindler escalators transported spectators within the National Stadium itself, while a further 29 elevators and escalators served the Olympic Subway, which links the various stadiums and facilities. Schindler also supplied 71 installations for an enormous underground parking garage, which served the stadium. Schindler elevators and escalators were specified for their reliability and because they were able to move huge volumes of traffic. ►



A worker tends to a lotus flower garden as construction of the magnificent “Bird’s Nest” stadium rises in the background.



► Schindler was also a key mobility provider for the subway and underground parking at Olympic Park, where 67 escalators and 33 elevators kept guests moving smoothly around the facilities. This 7.5-square-mile area to the north of Beijing included 14 stadia, the Olympic Village where the athletes were housed, and the media and radio/TV centers, as well as several sports and exhibition centers and numerous open, green spaces. After the Games, the Olympic Park will be transformed into a conference and exhibition

area, adding to its appeal as a setting for future commercial ventures. Schindler was proud to be a part of the XXIX Olympiad by providing reliable mobility systems designed to keep participants and spectators on the move. And our contributions rise beyond the Beijing Olympics into a growing number of China's newest landmarks, including the Poly International Plaza in Guangzhou, the New World Center in Shenzhen, the Greenland Tower-Phase II and the International centers, both in Nanjing. ■



Poly International Plaza, Guangzhou, China



New World Center, Shenzhen, China

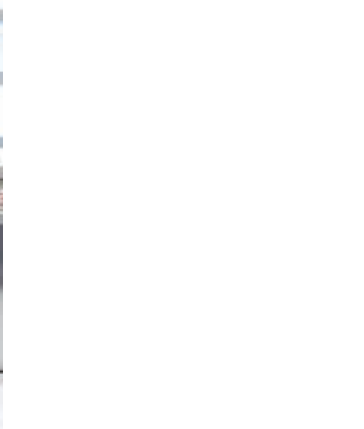


Greenland Tower-Phase II, Nanjing, China



International Center, side towers, Nanjing, China

next news



SAFETY AWARENESS WEEK

The National Elevator Escalator Safety Awareness Week will take place November 9 – 15, 2008, and is designed to increase the public's knowledge of safety issues related to elevators and escalators, as well as their contributions to our quality of life. Details and additional information can be found at www.eesf.org.

TOUCHING THE SKY

As Hong Kong's gigantic 118-story, 1,607-foot-tall International Commerce Centre takes shape, production for some of the tower's 80-plus elevators is under way at Schindler's EBI Works in Switzerland. The ICC boasts some of Schindler's most impressive products, including 40 "double-deck" and 18 high-speed elevators. One service elevator will run 1,555 feet, almost the entire height of the tower.

THE LAND OF THE PHARAOHS

Schindler is to supply and service 299 elevators for a new city called Madinaty, which is taking shape on the Egyptian sands within commuting distance of Cairo, the capital city. Once complete in 2010, Schindler technicians will be based permanently on site as part of the Group's total service commitment.

BE PREPARED

Thunderstorms can happen in a flash; here's how to be ready. Inspect your elevator machine room's ventilation openings, windows and doors for possible rain leakage. Install metal splash guards over ventilation openings to help prevent water from reaching electrical panels. Install weather stripping around machine room doors that open to the outdoors. And before the storm hits, close up all vents and openings in the top of the hoistway to prevent water from getting into the elevator shaft.



When moving crowds means individual attention

Every day, more than 900 million people around the world trust Schindler products to move them throughout their day. That's the equivalent of the entire world population every week. And, as the largest supplier of escalators and the second largest manufacturer of elevators in the world, it's a trust we intend to keep. Whether we're installing, servicing or modernizing an elevator, escalator or moving walk, we promise to deliver reliable mobility.

www.us.schindler.com



Schindler