

next floor

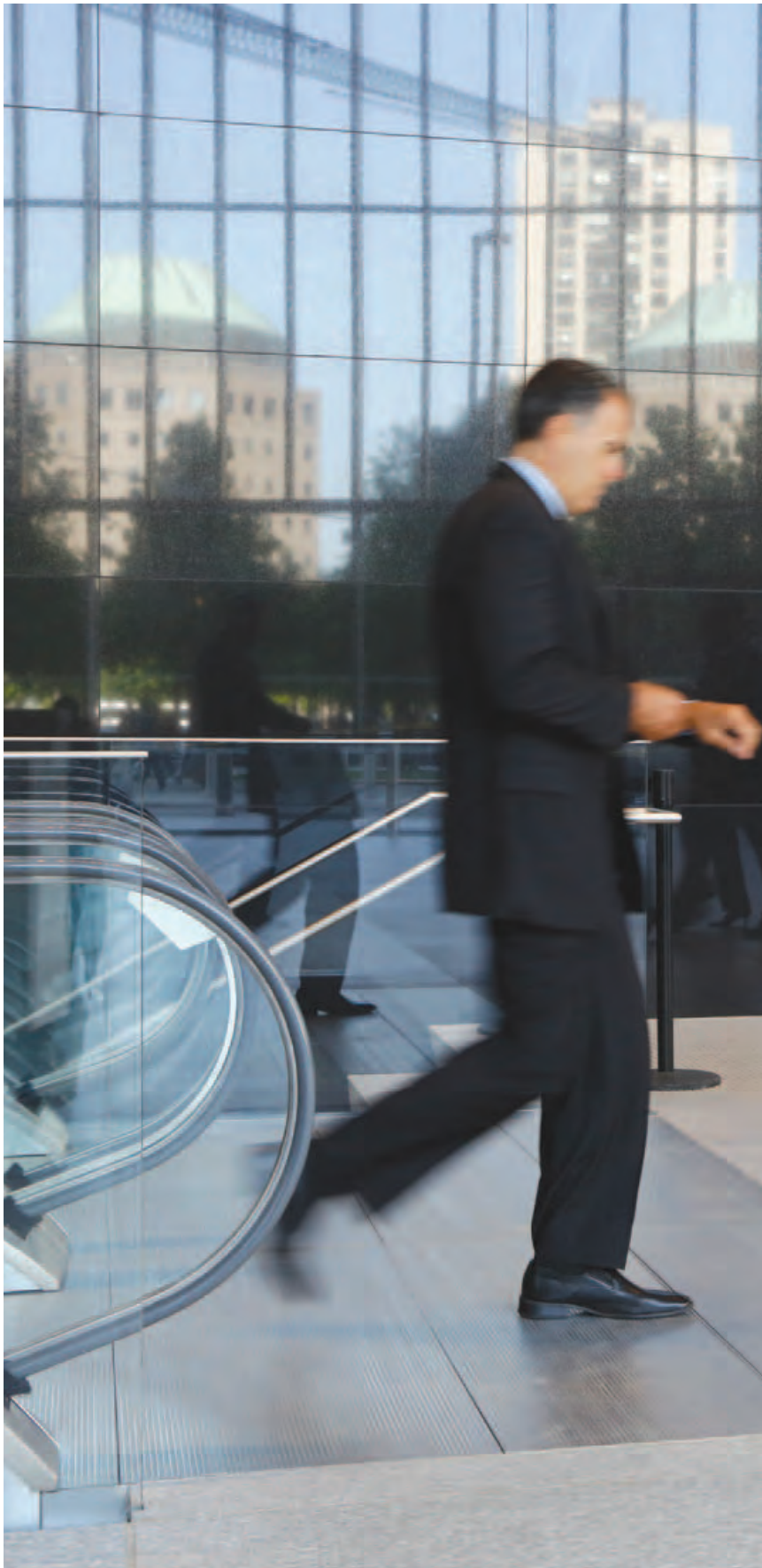
Towering Expectations



A shining new skyscraper rises above New York's Lower Manhattan as the newest addition to the World Trade Center complex.



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Next News

Schindler news from North America and beyond

Cover photo: 4 World Trade Center offers spectacular views of New York's Lower Manhattan and the Statue of Liberty seen on the far right. **Photo above:** Schindler escalators connect the retail and lobby levels of 4 World Trade Center.

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Life ... a moving experience



In the pages of *Next Floor* we have explored a variety of societal phenomena associated with mobility. Some of the topics we have covered include conurbation, urbanization, occupational mobility and territorial relocation. It is our nature to be an ever-moving people. On our life journeys we leave the nest, move to urban locations in pursuit of careers and later may relocate to sunny climes to enjoy retirement. At Schindler, our focus is on people and our mission is to anticipate and meet the needs for seamless and safe mobility of a public that is constantly on the move.

We know that the heart of our business is to serve our customers, and the work our technicians do is vital to our success. They are the frontline heroes who help to move one billion people safely every day. We show customers we care through our Customer Survey system by letting them know that we value their feedback and strive to do better. When people move through buildings on elevators or escalators they look for reliability and convenience and depend on unseen technology for efficiency in transporting them to their destination. Much of what we do at Schindler remains behind the scenes in the seamless convergence of technology and people to support their desire to move.

Just as movement is an essential element in our lives, innovation and creative problem solving are baked into our Schindler DNA. Our company culture drives us to build a better future by focusing on the aesthetic and sustainable impact of our technology. Whether we're moving to the music at a concert, riding a bicycle to our office or taking an elevator to the next floor, we want to enjoy the ride because life is a moving experience.

A stylized, handwritten signature in black ink, consisting of several overlapping, sweeping lines that form a unique, abstract shape.

Jakob Züger
Chief Executive Officer, Americas

Wall Street, the New York Stock Exchange and the World Trade Center are all located in New York's Lower Manhattan and form a global headquarters for finance and commerce. Here, glistening skyscrapers can be found within walking distance of Trinity Church, with roots dating back to 1697. In Trinity Churchyard, captains of early enterprise, among them the publisher William Bradford, steamboat inventor Robert Fulton and the founder of the nation's financial system, Alexander Hamilton, keep restful watch over the business of the day. Their spirit lives on in the dreams of new business leaders who remained committed to the redevelopment of post-9/11 Lower Manhattan and the reconstruction of the World Trade Center.



Soaring Symbol



Moving force

The driving power behind the reconstruction of the World Trade Center complex is Silverstein Properties, Inc. (SPI), a Manhattan-based real estate development and investment firm. Partnering with world-class architects and contractors, SPI currently has \$10 billion of development underway, much of it associated with the redevelopment of the World Trade Center complex.

4 World Trade Center is an excellent example of SPI's approach to building design and construction. Opened in November 2013, 4 World Trade Center is the first office tower to open on the redeveloped 16-acre World Trade Center site and the newest addition to Lower Manhattan's Downtown neighborhood. Designed by Pritzker-prize winning architect Fumihiko Maki to LEED® Gold standards, it has been called the most advanced building of the 21st Century. 4 World Trade Center has also received many accolades, including an Honor Award as part of the 2014 AIA NY Design Awards, and has been named Building of the Year by the editors of *Curbed*.

Technical marvel

Currently the second highest skyscraper in the complex at 72 stories, 4 World Trade Center offers 2.4 million square feet of office and retail space. It is also unparalleled in its application of high technology and the incorporation of energy-saving and sustainability features. 4 World Trade Center derives all of its electrical energy from renewable resources, including wind, solar and hydroelectric power. It consumes 20 percent less energy than comparably sized buildings due to advanced heating and cooling systems, the use of fuel cells and the Schindler Power Factor 1 regenerative drives that return energy from the elevators to the building's electrical grid. ▶

LEED is a registered trademark of the U.S. Green Building Council.

The tower is designed with a unique angular profile that appears chiseled at its crown. Multiple coatings applied to the exterior glass improve its insulating efficiency and also enhance its reflective qualities.



- ▶ While 4 World Trade Center owes much of its dramatic design to its glass exterior and floor-to-ceiling windows, the windows themselves are so well insulated they also improve the building's ability to retain heat in winter and cooling in summer. As a result, and through the use of low-flow fixtures and the collection of rainwater, 4 World Trade Center consumes 30 percent less water than a similar-size skyscraper. The structure is also smart in that virtually every system communicates with every other system. In fact, in the future, the building's security technology will know when a tenant arrives to work on a weekend, when systems are normally shut down, and will activate and direct heating or cooling as needed to the tenant's work location.



Photo above: Entrances located along each side of the building offer easy access to the lobby and retail shops. Photo below: Seen at night, the building buzzes with the activity of shops, restaurants and other top-flight conveniences.



Breathtaking views, inspired aesthetics

Floor-to-ceiling ultra-clear glass brings in more natural light than any other building in New York City and offers stunning 360-degree views of every borough of the city, its harbor, the Statue of Liberty and New Jersey along the opposite bank of the Hudson River. The simplicity of the building's design was thoughtfully planned to respect and complement the serene nature of the World Trade Center 9/11 Memorial directly opposite.

Artistic considerations are apparent in the dynamic interior of 4 World Trade Center. A majestic ground-floor lobby creates a breathtaking opening statement. Soaring 46-foot-high glass walls on three sides combine with an inner wall of gleaming black granite to welcome in natural light. The use of anigre, an African hardwood, gives an added dimension to the lobby. The wood for this accent came from a single tree that grew to 180 feet in height. At the end of each elevator

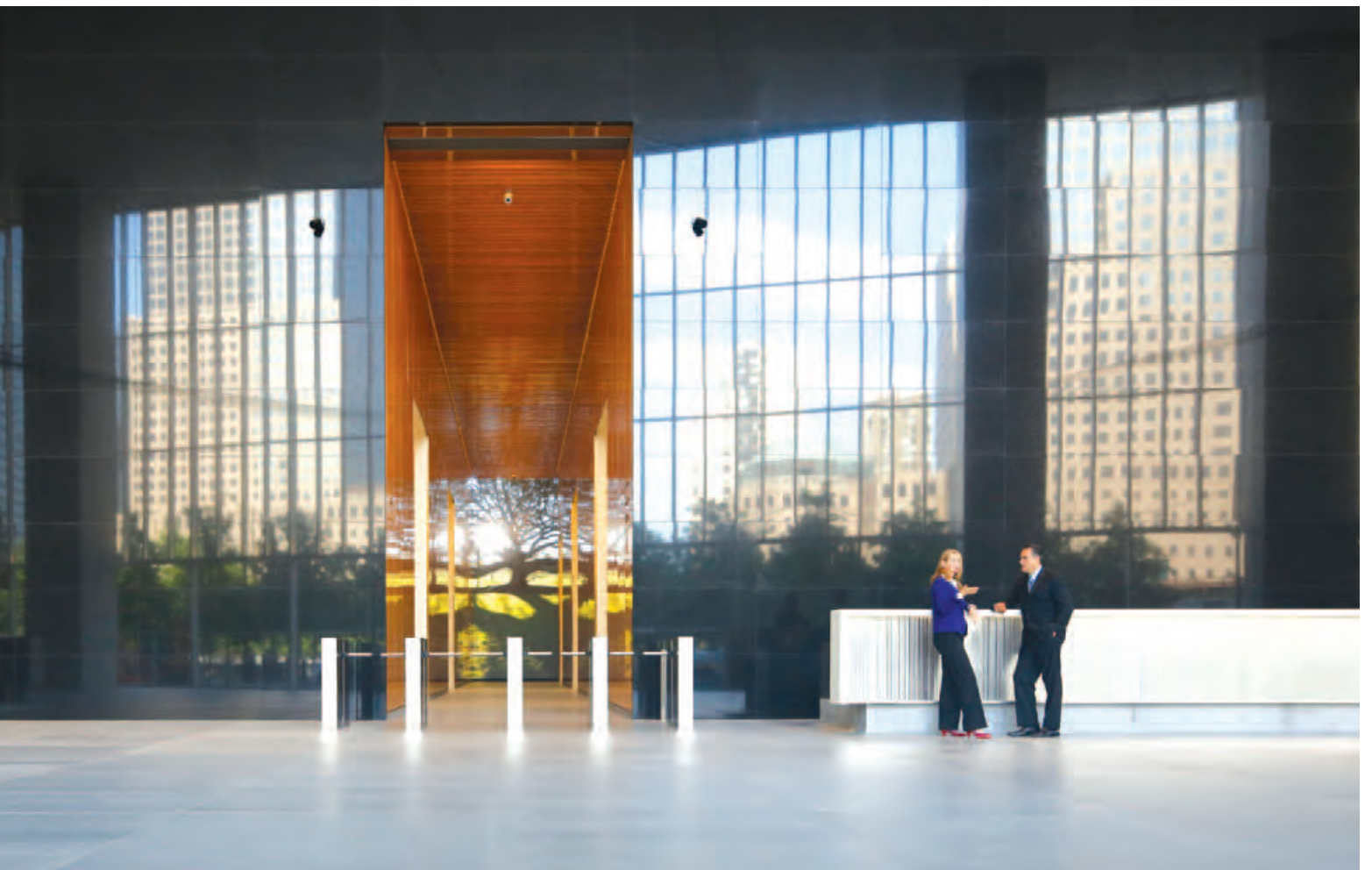
bank is a video art installation that dramatically portrays environmental elements ... sky, water and trees via a backlit LED wall that runs floor to ceiling, accentuating the vertical design of the skyscraper.

Technology company MediaMath, the Port Authority of New York & New Jersey and offices of the City of New York will occupy 4 World Trade Center. In addition, an expanding list of famous retail brands has been attracted to the World Trade Center and now includes notables like Apple, Breitling, Disney, Eataly, Godiva, L'Occitane, Michael Kors, Pandora, Swarovski and Victoria's Secret, to name but a few.

More to come

The redevelopment of the World Trade Center complex will secure Lower Manhattan's position as a global core for commerce and finance well into the future. Equally important, the World Trade Center embodies a renewed commitment to the spirit of enterprise and will stand, along with the Lady in the Harbor, as an enduring symbol of freedom. ▶

The expansive main lobby is graced with black granite walls that reflect the trees that surround the World Trade Center Memorial and the buildings beyond.



► **Schindler, smart and stylish**

Schindler has installed six escalators serving the retail areas of 4 World Trade Center and 37 Schindler 7000 high-rise passenger elevators. Access to the elevators is through turnstiles that interface with Schindler's advanced PORT Technology destination-dispatch system. Tenants simply swipe their ID card and gain access through the turnstile that displays which elevator will take them to their destination floor most efficiently. According to Scott Thompson, SPI construction manager at the skyscraper, "We fully integrated Schindler's PORT Technology with our building's security system through what we call convergence of technology. While tenants have the ability to access a predetermined range of floors, we issue visitors temporary bar-coded ID cards that limit their access to their destination floor. Smart technology is embedded in every card that we issue whether for tenants or visitors."



Photo right: Visitors can enter their floor destination at Schindler PORT terminals.



Photo above: Card readers are incorporated into turnstiles to offer tenants personalized service to bring them to their destination floor. Photo below, right: Black granite lobby walls provide a dramatic foreground for the polished African hardwood that leads to the elevator banks.





Alex Riveira

Building Manager Alex Riveira added, “We refer to the exterior of the building as a ‘glass curtain’ and asked Schindler to custom design their elevator cars to mimic this appearance. In addition, the juxtaposition of the sleek, stainless steel elevator cars against the natural feel created by the video walls

that grace each elevator bank is visually dramatic and awesome.”

Next door to 4 World Trade Center, 3 World Trade Center, designed by Richard Rogers of Rogers Stirk Harbour + Partners is under construction. When completed, it will stand 80 stories tall, and 48 high-performance Schindler 7000 elevators will serve the building. Both towers will link to the nearby, full-service World Trade Center transportation hub that will provide access to rail and bus service serving the entire region. 3 World Trade Center will incorporate many of the energy-saving features found in 4 World Trade Center and, like its neighbor, will seek LEED® Gold Certification. ■

4 World Trade Center Fast Facts

Architect	Fumihiko Maki
Developer	Silverstein Properties
Main contractor	Tishman Construction
Height	72 floors, 977 feet
Size	2.4 million square feet of office and retail space
Floor sizes	40 office floors — 44,000 square feet 16 office floors — 34,000 square feet
Structural material	Steel and concrete
Primary use	Office with amenity retail
Main lobby	46-foot finished ceiling with floor-to-ceiling glass overlooking 8-acre park
Lobby finishes	Imported granite, marble and wood finishes
Elevators	37 custom high-performance Schindler 7000 elevators (34 passenger cars with Schindler’s industry-leading PORT Technology destination-dispatch system, and three high-rise service cars); 2 geared service elevators, 2 custom hydraulic elevators
Escalators	6 Schindler 9300AE
Opened	November 13, 2013
Cost	\$1.7 billion

Clean, elegantly simple lines and understated design characterize the elevator banks at 4 World Trade Center. Schindler’s PORT Technology high-speed destination-dispatch system assigns elevators to passengers with common destinations, shortening wait and travel times and reducing energy consumption.



Musical Theatre



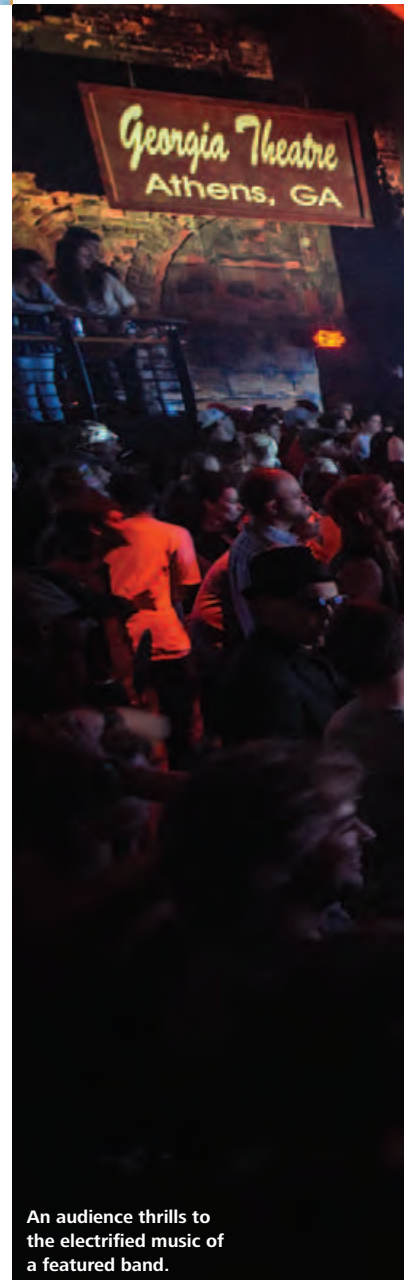
Photo top, left: The Georgia Theatre reopened two years after it was severely damaged by fire and with \$4.5 million in renovations. Photo top, right: A plaque beside the entrance to commemorate its rebirth in 2011.

The Georgia Theatre is an important music venue located in Athens, Georgia, with roots that date back to 1889.

Forces at work

Originally, the theater was constructed as a three-story residence for young people who were moving into the cities in search of jobs and safe, affordable housing. The building remained a residential structure until 1913, when some of its space was made available for retail use and a music store rented its bottom floor. Over the years the building would see other renters and owners, including a movie house, Masonic Temple and furniture company. In 1967 two additional stories were added to the structure, elevating it to five in total. In 1977 a group of investors opened the building as a concert hall, recapturing its earlier connection to music, and the Georgia Theatre was born.

Today, Athens is regarded as a college town with about 40 percent of its population being college students. It is host to the University of Georgia and its 35,000 students along with Piedmont College and Athens Technical College, among others. And one of the most popular gathering places beyond the college campuses is the Georgia Theatre.



An audience thrills to the electrified music of a featured band.

Striking the right note

After the theater's founding in 1977, it wasn't long before notable bands began to appear at the theater.

In 1978 the B-52s gave a concert, with the Police performing there the year following. After a brief return to life as a movie house in the early 1980s, the Georgia Theatre resumed its role as a concert venue and has played host to R.E.M. (a native Athens band), the late Warren

Zevon, The Derek Trucks Band and the Dave Matthews Band, among many others. In 2009, a fire broke out at the theater that resulted in significant damage, including a collapsed roof. Renovations took two years to complete, and the Georgia Theatre again returned as a concert hall with improvements in acoustics and sound, seating, and the addition of an open-air rooftop patio and bar.

Today, the Georgia Theatre holds a position as one of the most popular music venues in Athens, Georgia, and retains the look and feel of a movie theater. Concerts include top touring pop, rock, country and folk music acts. It has also grown immensely popular with college students who frequent it on a daily basis. ▶





► **Improving on a classic**

Keeping a building constructed in 1889 as an active music attraction with a popular rooftop pub is no easy task. The building is in constant use by staff, performers, concert attendees and visitors to the rooftop bar. After the 2009 fire, the building had to be reconstructed from the ground up except for the exterior walls. The challenge was met, resulting in a modern five-story music address, including the addition of an elevator, without altering the building's existing footprint. Surprisingly, few music venues have elevators, so when it was decided that one would be needed, the Georgia Theatre turned to Schindler for help.

According to building owner Wilmot Greene, "A key reason for choosing Schindler, and specifically their 3300 traction elevator, was space. During our rebuild two of our major challenges were maximizing space and maximizing accessibility. The Schindler 3300 helped us on both of those fronts. The fact that the elevator does not need a machine room was a huge selling point for us. I also liked the fact that it was not hydraulic. The drive system just made sense to me from a mechanical point of view. Our elevator runs constantly for up to 18 hours a day and our business would be severely affected if our customers were required to hike up to our rooftop cafe. A working elevator is crucial to our business."



Wilmot Greene, Georgia Theatre Owner.

Greene added, "The 'verticalness' of our facility really adds to the audience experience. Our balcony and lower level add to the excitement of seeing a concert here. This would not be possible without our elevator. While we didn't choose the elevator because of its quietness, it has been a great asset. We pride ourselves on having something for everyone here at the Georgia Theatre. That means we may have a heavy metal band one night and a quiet singer songwriter the next. So, on the nights that we need the elevator to be quiet it is quite a bonus that it is. But you have to keep in mind that we are a college gathering venue and that the crowds can get a bit active in here.

Photo left: An Athens evening sky provides the perfect view above the rooftop bar.
Photo below: Theatre visitors depart the Schindler elevator during one of its 750 daily stops.



Photo left: The Georgia Theatre also doubles as an exciting dinner venue on special occasions.



"It's the durability of the Schindler 3300 that is of the greatest benefit to us. The installation was finished just before our grand re-opening in August 2011. The elevator has made more than 700,000 stops since then and averages 750 stops per day. Needless to say, it's quite a workhorse. We have a service agreement with Schindler but the elevator hasn't been out of operation for more than a few hours since it was installed."

This year the Georgia Theatre celebrates its 125th anniversary, and while much has changed over this span of time, it is still playing host to young people on the move. It has adapted to their needs over time as a residence, movie theater, spiritual home and retail establishment, and now it's playing their song. ■

Think of Honolulu and what comes to mind are the state capital of Hawaii, the sparkling island of Oahu, Waikiki Beach, Diamond Head and fun-filled luaus. Traffic congestion is not likely to come to mind, but for the 950,000 residents of this bustling and flourishing city, it has become an issue that has grown in importance over the last four decades.

The HART of Honolulu



An artist's rendering of the entrance view of the Mauka station.



Photo left: The HART route begins in East Kapolei, curves above Pearl Harbor, connects with the Honolulu International Airport and ends at Ala Moana Center in Honolulu. Photo right: All 21 stations along the HART system will be fully compliant with the Americans with Disabilities Act.

A new orientation

With Honolulu's population expected to increase by 200,000 over the next 15 years, the city has adopted an approach called transit-oriented development, which will consolidate housing, shopping and job growth around future transit centers. In addition, a new elevated light metro rail system is being constructed by HART, the Honolulu Authority for Rapid Transportation. The new rail system will speed up commuter travel while minimizing the city's overall carbon footprint by removing from the roadways 40,000 vehicles each weekday, and reducing annual transportation energy demand by the equivalent of 5.9 million gallons of gasoline.

HART will employ electric-powered rail technologies that produce about 75 percent less in greenhouse gas emissions per passenger mile than private automobiles. Beyond providing a clean energy alternative to driving, HART also will help preserve the green spaces, air quality and beauty for which Honolulu has become famous.

Hawaii's first

HART's rail system will be the first fixed-rail public transportation system in Hawaii. Planned to span about 20 miles, it will link the Honolulu metro area with Aloha Stadium and the Honolulu International Airport. The first 10 miles of the project are expected to be completed in 2017, and the full 20-mile system is slated to open in 2019. When finished, HART will link 21 stations and serve an estimated 119,600 weekday passengers. The trains will offer free Wi-Fi and will allow bicycles, wheelchairs, strollers, coolers, luggage and of course surfboards on board.

HART is expected to make its own contribution to sustainability by developing a LEED® Silver certified Maintenance and Storage facility.

Schindler support

Schindler has been awarded a contract to install and maintain 49 custom machine room-less (MRL) traction elevators and 23 Schindler 9700 transit escalators throughout the HART system.

Greg Ergenbright, president, Schindler Elevator Corporation, stated, "We are very excited to work with HART to supply Schindler elevators and escalators for Hawaii's first fixed-rail public transportation system. Schindler's proven commitment to safety, reliability and sustainability make us an ideal partner for HART, and our innovative technology will help make this groundbreaking vision a reality."

The residents of Honolulu have waited patiently for the rail system to take shape. The project is expected to provide thousands of jobs for the local work force, relieve traffic congestion, and pave the way for an exciting and better future for Oahu commuters.

Visitors to Hawaii are awed by its breathtaking natural beauty. The HART system represents an important step in improving the mobility of Honolulu residents and tourists while preserving the splendor of The Aloha State. ■

Just One Question ...

An Interview With Schindler's Christopher Smith,
director, Marketing and Communications



Connecting responses to action

Next Floor: Chris, we understand Schindler is using an innovative customer survey format. Can you describe it for us?

Smith: Sure. If you've ever responded to a post-purchase or service-related satisfaction survey, you will recall that they typically include a dozen or more questions. The problem with these surveys is they often don't measure what the product or service provider is trying to determine, which is the overall level of customer loyalty. There are innumerable factors that influence our feelings about product or service satisfaction, and it's virtually impossible to assess all of them. However, there is one question that research has shown to be a reliable indicator of overall customer loyalty.

That one question is, "On a scale of 0-10, how likely is it that you would recommend (Brand X) to a friend or colleague?" How high a customer rates a company on this one question will determine how pleased the customer is with the company's product or services and how likely the customer is to buy again and actively promote the company to others.

Accentuating the positive

Next Floor: But how can this one question provide as much feedback as those longer surveys?

Smith: Exhaustive research has been conducted by Frederick Reichheld, a director emeritus of the consulting firm Bain & Company. The 0 to 10 scale and the phrasing of the question have all been tested.

This one question and its rating provide the strongest correlation between a customer's response and their actions. The scores are used to calculate a Net Promoter Score.

Here's how it works. Those who offer a score of 9 or 10 on the scale are considered "promoters" of the company, which tells us they are extremely satisfied ... those who score 7 or 8 are considered passive, and of most concern are those who assign scores from 0 to 6, who are identified as "detractors." We then calculate the Net Promoter Score by subtracting detractors from promoters. Our goal is to make sure our customers are completely satisfied with our products and services, so when a customer scores us less than 9 or 10 we want to know why.



Next Floor: How do you use this information to improve customer service?

Smith: What we typically find is that either the customer's issues are at a local level or a company-wide opportunity surfaces that can be used as the basis for improvement across the entire organization. Of course, we also consider what actions customers really find positive and work to make those activities more frequent. Some of the customer-driven improvements derived from the survey results include faster contract administration turnaround and getting construction drawings to customers in a timelier fashion. The results also help us with straightforward conversations with customers, such as communicating when units have been taken out of service and when they will return.

Customers always appreciate being in the loop. The conclusion for Schindler is that the answer to that one question is the best measurement of customer satisfaction and loyalty.

Next Floor: How quickly are you able to respond?

Smith: The worst thing you can do is ask customers for their feedback and then ignore them. Our goal is to see to it that any customer who rates us an 8 or below is contacted within 48 hours by their Schindler sales representative. The representative thanks the customer for taking the survey, asks for more clarification and serves as the captain of a team that will implement a plan to resolve all issues in the shortest amount of time possible.

Continuous improvement

Next Floor: How well is this survey approach working?

Smith: Very well. And, we're committed to keeping this process dynamic and effective. We've truly made it part of a positive organizational culture that puts the customer first! In order to do that, we've placed even greater importance on staying close to our customers. While we strive for perfection we know we can always do better. Listening to what our customers have to say and implementing changes to satisfy their concerns bring us one step closer to our goal. ■

Portland Looks East



The Ross Island Bridge brings residents of the island across the Willamette River as they commute to and from Portland.

East Portland lies on the eastern bank of the Willamette River in Portland, Oregon, and while occupying only about 640 acres, it accounts for almost 30 percent of the city's population.



The Richmond Flats Apartments. Most residents in the district prefer biking over driving.

The district has long been characterized as an industrial area, but the last two years some dramatic changes have been taking place. Structures originally used as factories and warehouses are being transformed into brewpubs, comfortable eateries, fashionable boutiques and coffee bars. With an influx of highly mobile renters, who would rather bicycle into Portland's business district or use the conveniently located Portland Streetcar, has come a new sense of community.

The new gentry

The process of gentrification is normally thought of as part of the process of urbanization where wealthy residents migrate into industrial locations. While what is happening in East Portland could technically be classified as this process, there are a number of interesting differences. It seems most East Portland residents have chosen to rent instead of buy and would prefer not to be considered wealthy. In fact, most don't own cars but more than half do own pets. Vertical mobility is reserved for career goals with desirable living arrangements found in affordable multiple-story dwellings. High rises would seem completely out of character here. This rapid march to East Portland has created a pressing demand for modern, comfortable apartments with suitable amenities and an emphasis on sustainability.

Meeting the demand

Mary Sackhoff and her husband Dennis are building rental apartments at a rapid pace to satisfy the needs of East Portland's burgeoning population. Mary is especially enthusiastic about the area: "There are so many amazing new restaurants here as well as trendy shops, coffee roasters, distilleries and high-end groceries. You can feel the energy and mobility that have come to East Portland with bicyclists everywhere, people walking to mass transit and pets walking people ... it's just a great atmosphere and community. We've already completed construction of six apartment buildings: The Hollywood, Buckman Court Apartments, The 41 @ Tillamook, Richmond Flats, B-Street and Abernethy Court, with at least three more in the immediate planning stages." ▶



Photo above, left: The Hollywood Apartments.

Photo center: The main entrance to the Richmond Flats Apartments.

Photo right, top: The B-Street Apartments.

Photo right, bottom: The Buckman Court Apartments.





A Schindler 3300 elevator serves the residents of the Richmond Flats Apartments.

► **A sense of value**

According to SK Hoff’s director of construction, Kevin Hoffman, each of the completed apartment buildings has a Schindler 3300 machine room-less elevator. Hoffman stated, “We chose the Schindler 3300 for its affordability and the fact that we gain additional space due to the decreased size of the machine room. Now it’s basically a closet. We also found them easier and faster to install. The units are very quiet and smooth running because the elevator uses a traction media (Suspension Traction Media) instead of hydraulics. Based on our future apartment construction proposals, I plan to order a dozen more of the Schindler 3300s. Needless to say, we’re pleased.”

A feeling of vitality

Those who live in East Portland can see the glint of Portland’s business district, where many of them work, from their apartments and local restaurants. What’s happening here is the creation of a new cultural setting and a more relaxed environment. There’s a focus on value and a sense of contributing to a change in lifestyle. The old manufacturing and brick warehouse buildings remain, but what now graces the insides of those structures brings a new purpose and a new vitality to East Portland. ■

The creative wall of The Design Studio, an independent art school, reflects the arts-rich philosophy of East Portland.



Know Your Score

We listened to the feedback from our service customers and we're pleased to announce some major improvement to Schindler Customer Score Card.

Now you'll have more of the features you need to see exactly how your maintenance plan is working with 24/7 online access to detailed reports.

Schindler Customer Score Card is a high performance tool that gives you event data updated in real time and unlimited access to the facts and figures concerning your maintenance plan and equipment. You can personalize Schindler Customer Score Card to provide the time frame you desire for up to two years of data, including summaries of your equipment performance, service activities and maintenance histories, specific maintenance routines, and availability of individual pieces of equipment.

Customer Score Card is:

- Fast: It now processes and loads requested data much faster
- Detailed: You can drill down to see specific maintenance module task views
- Flexible: It offers the ability to download and export data and graphics into presentations
- Convenient: You can access Schindler Customer Score Card from your desk, your tablet when out of the office or your smart phone when on the go
- Intuitive: It's easy to navigate with pull-down menus that allow you to quickly find the specifics that interest you while managing your personal preferences.



Manage your portfolio in real time online with Schindler Customer Score Card. Get the information you need. When you need it. Just log in to www.us.schindler.com for real-time access to performance and maintenance records for your elevators and escalators.

Customer Score Card also has the ability to send emails to your computer or cell phone to alert you in the event of certain types of service calls. Getting started is easy. Schindler will set up your Customer Score Card for you at www.us.schindler.com. All you have to do is sign on to start taking advantage of all the useful information Schindler Customer Score Card delivers. For more information on Schindler Service for elevators and escalators, contact your local Schindler sales office. ■



Schindler Award Goes Global

Recognizing that the students of today will be responsible for shaping the cities of tomorrow, the Global Schindler Award is a competition for students of architecture, landscape architecture, urban design and planning, who are asked to respond to global urban change with concepts for new urban forms related to mobility.

A jury of internationally renowned professionals in urban design and architecture assess the competition entries. Building on more than 10 successful years in Europe, the Schindler Award has been expanded in 2014 to accept entries from around the world.

Explosive urbanization

The goal of the Global Schindler Award is to create an open forum for new thinking about the challenges and possibilities of a global, urban, shared future using mobility systems for greater inclusion, connection and accessibility for all. For the Schindler Award 2014/2015, students will be asked to address the social, economic and environmental challenges presented by globalization and urbanization in Shenzhen, China. Asia is undergoing extremely rapid urbanization, which is creating dense inner city areas and highly complex layouts in specific city zones. Shenzhen is a prime example of this kind of growth and has undergone explosive development, swelling from a fishing village into a sprawling metropolis of over 10 million. This phenomenal growth is made possible through a complex system of mobility networks, from subway lines to a global shipping lane, and presents an ideal urban laboratory for the creation of innovative mobility solutions.

Mobility solutions

Ensuring that people can move around urban environments in an efficient way and without barriers is an increasingly important consideration for architects and planners, especially in booming cities like Shenzhen. For this reason, the Global Schindler Award is focusing on the central theme of mobility as a fundamental requirement for the establishment and functionality of 21st century cities.

Schindler founded the Schindler Award in 2003 to mark the European Year of People with Disabilities. Architecture students from across Europe took part in the competition, looking for solutions to problems that people with disabilities face in their day-to-day lives. In subsequent years the award was focused on specific cities and their unique urban challenges.

The Global Schindler Award is a partnership between the Schindler Group and the ETH Zurich, Chair of Architecture and Urban Design and the Future Cities Laboratory. ■

An aerial view of the city of Shenzhen and the Shenzhen River that forms a natural border with the neighboring city of Hong Kong.



Fast Facts — Schindler Award

The timeline for the award competition is:

- August 1, 2014 Competition opens
- November 15, 2014 Registration deadline
- January 31, 2015 Project submission deadline
- Quarter 1, 2015 Presentation of prizes at Schindler Award Ceremony

For more information, please visit:
www.schindler.com/award/internet/en/home.html
and www.facebook.com/schindleraward





Schindler Captures Gold

Schindler has been named 2014 Manufacturer of the Year by the Manufacturers' Association of South Central Pennsylvania in recognition of 40 years of continued operations in the state and the recent opening of its LEED® Gold certified manufacturing facility in Hanover, Pennsylvania. The 150,000+ square foot facility focuses on the fabrication of components visible to customers, like doors, entrances and elevator cab interiors, and is home to the order consolidation center that helps Schindler achieve some of the shortest customer delivery lead times in the industry. ■

1

The Hanover facility has received **LEED Gold Certification** from the U.S. Green Building Council, a first for Schindler and the first for any elevator production facility in North America.



665

The 665 kilowatt photovoltaic solar array at Hanover **generates half of the building's total annual power consumption** and provides renewable energy year-round.

900

The average number of miles driven by the Hanover facility's **Chevy Volt** between fill-ups. The two electric car charging stations in the parking lot encourage employees and visitors to travel to the facility using low- and zero-emission vehicles.



0

The **"zero discharge"** water system treats and reuses Hanover's industrial wastewater, reducing strain on the city's sewer system and preventing surface runoff.



The **high performance, versatile Salvagnini manufacturing system** is designed to punch, shear and bend sheet metal into specialized elevator components with quality and precision.

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60

Highly skilled and experienced employees make up the workforce at Schindler's Hanover facility. The facility is expected to employ closer to 90 workers as the plant reaches full capacity.



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Schindler is **proud to be located in Pennsylvania**, in close proximity to customers where it's had a manufacturing presence for over 40 years.

LEED is a registered trademark of the U.S. Green Building Council.

Solar Impulse 2 Will Circumnavigate Earth



Solar Impulse 2, the revolutionary zero-fuel aircraft that uses sunlight for power, was unveiled in April in Switzerland.

This second-generation aircraft will face a far more daunting challenge than its predecessor that crossed America in 2013. Now, in the ultimate test of man and machine, Solar Impulse 2 will be flown around the world. Accomplishing this challenge requires crossing continents and oceans, testing the courage and endurance of Solar Impulse founders and pilots Bertrand Piccard and André Borschberg. While it is theoretically possible for the plane to remain in flight indefinitely, pilots can't and must fly in shifts, but nevertheless one of them will have to remain aloft for as long as five days and nights when transiting an ocean since top speed is only 88 miles per hour.

Solar cells atop the wings of the aircraft, with a wingspan longer than that of a Boeing 747, will power four electric motors to drive the plane's propellers. During the day the solar cells charge lithium batteries that allow the plane to remain airborne at night. In addition to leading-edge technology, the pilots will also be turning to hypnosis to help them prepare for endless hours of watchfulness, cold and sleep

deprivation as they traverse the Northern Hemisphere.

Solar Impulse 2 will make stopovers in India, Myanmar, China, the United States and Southern Europe or Northern Africa. The exact cities and airport destinations will be determined based on technical and operational considerations, weather and, of course, the stamina of the pioneering pilots.

Schindler is a main partner of Solar Impulse, one of the most advanced clean-technology projects in the world today. The partnership underscores Schindler's longstanding commitment to investing in the development of new technologies that achieve sustainable mobility.

Solar Impulse 2 completed its first test flight on June 2, 2014. It took off from Payerne Airport in Switzerland, climbed to 6,000 feet and remained aloft for 2 hours and 17 minutes. More test flights will take place in the months to come as Solar Impulse 2 prepares for its record-breaking flight around the world in 2015. ■

Fast Facts — Solar Impulse 2

For more information, visit:
www.SolarImpulse.com.

The aircraft 236-foot wingspan

17,000 solar cells

4,400 pounds

The journey 2 pilots, flying one after the other in the single-seat cockpit

Zero fuel on board

22,000-mile journey

500 flying hours

10 legs, some lasting more than 5 days and nights

5-month mission (March – August 2015)

The Atlantic hurricane season runs from June 1 to November 30 with the Eastern North Pacific tropical storm season starting about two weeks earlier. It's also a time when severe weather stretches across the interior of North America. So, as we have done in the past, we offer the following checklists to help you prepare your elevators for extreme weather-related events and protect the safety of building occupants.

Be prepared for extreme weather



Initial preparations

1. Have a diagram of the location of elevators, car numbers and the car phone number in your security area.
2. Have Schindler's emergency phone number with any required numerical designations.
3. Inspect the elevator machine room's ventilation openings, windows and doors for possible rain leakage.
4. If water leakage is found, prevent it from reaching electrical panels by installing metal splash guards around ventilation openings and weather stripping around any machine room doors that open to the outdoors.

Before a storm hits

1. Close all vents and openings in the top of the hoistway to prevent water from entering.
2. Barricade machine room windows as necessary, and ensure no occupants are left in the building reliant on elevators for egress.
3. If the building has elevators that are enclosed, run each car to the center of the building, or the top floor for two-story buildings.
4. Elevators exposed to the outdoors should be run to the floor below the top.
5. After cars are parked, shut elevators down with the keyed switch and close the doors.
6. Place the mainline disconnect in the "off" position. There is one switch for each elevator, usually located adjacent to the machine room or closet door.

Prepare for power problems

1. Become familiar with the elevator's emergency systems.
2. Ensure that the elevator has surge protection or is operating with a reliable emergency power generation system backup, or an emergency return system for hydraulic, machine room-less or traction elevators.
3. Make sure emergency lighting and a telephone are operable.

During a storm and once it has passed

Wind-driven water can disable elevators and lead to dangerous passenger entrapments. Once skies are clear, check for water on control panels or in the machine room before restoring power. Also, check the pit area for water damage. If water is found, don't resume operation until Schindler provides a thorough inspection.

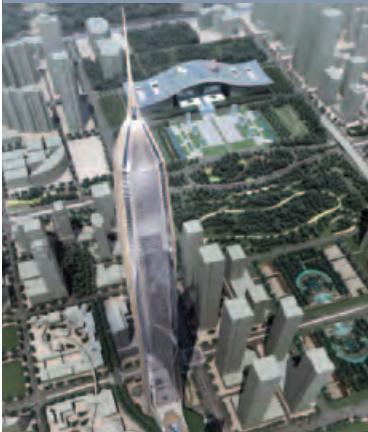
Plan ahead

Because weather can be unpredictable, Schindler recommends managers take these precautions and set up a process ahead of time in order to secure safety of the equipment and its occupants.

What about escalators?

While you cannot relocate an escalator to avoid storm damage, you should always shut it down during a storm, just as you would an elevator. Then, after the storm, check for the presence of water, particularly in the well area at the bottom. (Schindler can help you gain access there if needed). Always be certain that your equipment has escaped damage before you restore it to service. ■

next news



SCHINDLER CHOSEN FOR CHINA'S TALLEST BUILDING

Schindler China has been awarded a major contract for a 115-story skyscraper currently under construction in Shenzhen, Guangdong province. Shenzhen's Ping An Finance Center will include office and retail space and stand 984 feet high, making it the tallest building in China. It will feature 33 Schindler 7000 double-deck elevators, elevators with two stacked cars that can service two floors simultaneously. The Ping An Finance Center will also benefit from Schindler's leading destination-dispatch PORT Technology.

ASIA AND EUROPE LINK IN ISTANBUL

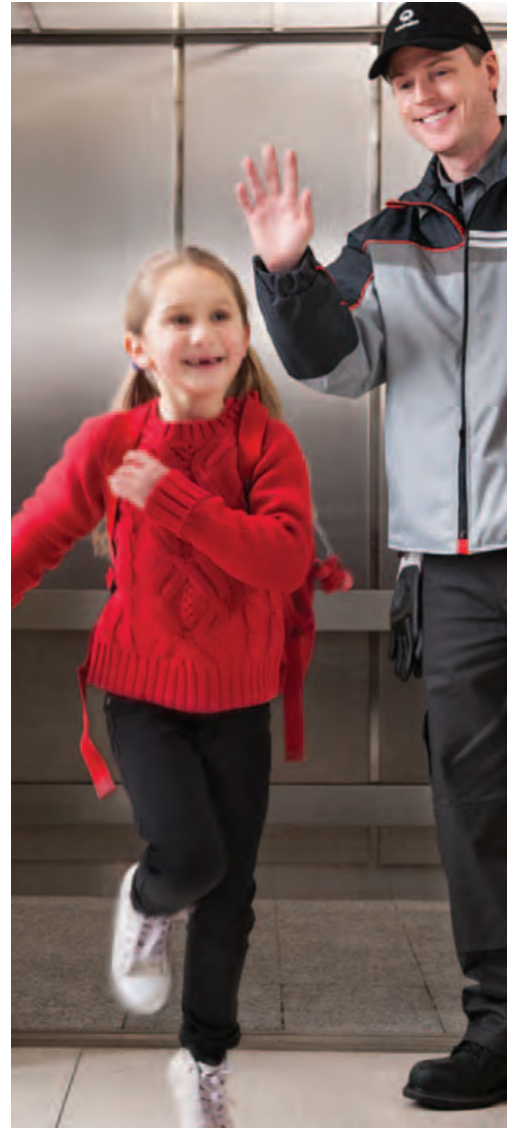
The world's first underwater subway link between two continents, connecting Asia and Europe, has opened in Istanbul, Turkey. Known as the Marmaray Project, it presented Schindler with the challenge of installing 10 elevators and 63 escalators, four of which are among the longest in Europe at 213 feet in length. Taken together, Schindler products transport up to 75,000 commuters per hour to and from the subway line, which can be as deep as 184 feet below ground. Thanks to Schindler's support, the new Marmaray subway line transports passengers to their destinations 81 minutes faster than before.

SINGAPORE SELECTS SCHINDLER

Singapore's Changi Airport has awarded Schindler a contract to supply mobility solutions by equipping its new Terminal 4 with 58 elevators, escalators and moving walks, including 23 Schindler 5500 elevators. The new Terminal 4 will add 20 percent to Changi Airport's annual capacity, bringing it from 66 to 82 million passengers. The terminal's simple and functional design was inspired by an orchid petal, and visitors will be treated to refreshing views of lush greenery and natural sunlight. Changi Airport is the world's most awarded airport with more than 450 accolades received since it opened in 1981.

WARSAW SPIRE TO INCLUDE DOUBLE-DECK ELEVATORS

Poland's Warsaw Spire won the "Architectural Design of the Year, Poland" in 2011. Construction began that year and is scheduled for completion in 2014. Schindler is the sole supplier of mobility solutions for this futuristic office building in the heart of the Polish capital. A total of 41 Schindler elevators are being installed, including 14 Schindler 7000 high-rise double-deck elevators, elevators with two stacked cars that can service two floors simultaneously. This is the first building in Poland, and one of the few in Europe, to be equipped with double-deck elevators. Schindler will also be supplying its award winning destination-dispatch PORT Technology.



Because life is a moving experience

Schindler moves a billion people every day ... heading to the office, going to see a show, catching a train or just going to the next floor. At Schindler, we know life is a moving experience. So whenever or wherever you're on the move, you can be sure Schindler is here to take you there.

www.schindler.com



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