PRESSRELEASE

Metaroom by Amrax – Empowering Siemens Building X Lifecycle Twin for Brownfield Projects

27.11.2024, Salzburg – Siemens, renowned for its cutting-edge solutions in digital building management, has found a key enabler in **Metaroom by Amrax**, a groundbreaking 3D scanning and digitization tool. As part of the **Siemens Xcelerator**, Metaroom provides an innovative, cost-effective solution to digitize existing buildings, unlocking the full potential of the Siemens **Building X Lifecycle Twin** in brownfield projects.

Bridging the Gap to Digital Transformation

Digital twins are reshaping how buildings are managed, maintained, and optimized. Siemens Building X Lifecycle Twin leads this transformation by offering an integrated, data-driven approach to managing building assets throughout their lifecycle. However, the foundation of a successful digital twin is accurate and comprehensive building digitization—a historically challenging and expensive step for brownfield projects.

Metaroom by Amrax simplifies this process. Leveraging AI-powered smartphone scanning, it creates detailed 3D spatial reconstructions, offering a cost-efficient and user-friendly alternative to traditional methods.

A Seamless Fit with Siemens Xcelerator

The inclusion of Metaroom by Amrax in the Siemens Xceleratorhighlights its compatibility and transformative potential. By integrating seamlessly with Siemens ecosystem, it empowers organizations to digitize spaces with minimal training and no specialized equipment.

"With Metaroom, we're not just making digitization accessible; we're democratizing it," said **Martin Huber,** CEO at Metaroom by Amrax. "The synergy between Metaroom and Siemens Building X Lifecycle Twin transforms how brownfield projects are approached, delivering faster ROI and streamlined implementation."

Democratizing Building Digitization for Brownfield Projects

Digitizing existing buildings has traditionally been resource-intensive, requiring expensive hardware and specialized expertise. Metaroom by Amrax bridges this gap by combining affordability, ease of use, and AI-powered precision:

- **Cost Efficiency**: Smartphone-based scanning eliminates the need for high-cost equipment.
- **Ease of Use**: The intuitive app requires no specialized training, enabling rapid adoption across industries.
- **AI-Powered Precision**: Advanced AI algorithms ensure detailed and reliable outputs, even in complex environments.

These capabilities make Metaroom by Amrax an ideal solution for integrating existing buildings into the digital era.

Unlocking the Potential of Siemens Building X Lifecycle Twin

The Siemens Building X Lifecycle Twin transforms raw data into actionable insights, enabling predictive maintenance, energy optimization, and seamless compliance. Metaroom by Amrax provides the accurate and comprehensive digital models essential for these outcomes.

"Digitization is the foundation for operational optimization and sustainability of future buildings, and Metaroom lowers the entry barrier dramatically," stated Martin Lang, Head of Building Technologies, Siemens AG Österreich. "For brownfield projects, it enables a scalable and efficient pathway to digital transformation, aligning perfectly with Siemens mission to empower smarter buildings and cities."

Looking Ahead

The collaboration between Siemens Building Technologies and Metaroom by Amrax addresses longstanding challenges in the built environment. As brownfield projects seek practical digitization solutions, this collaboration sets a new standard for efficiency and innovation.

For more information about Metaroom by Amrax and its integration with Siemens Building X Lifecycle Twin, visit the Siemens Xcelerator platform at https://xcelerator.siemens.com/global/en/all-offerings/products/metaroom-3d-capture.html

About Metaroom by Amrax

Amrax the company behind Metaroom specializes in AI-driven 3D scanning technologies, empowering businesses with accessible tools for spatial digitization. Its flagship product, Metaroom, is transforming how buildings are scanned and modeled, enabling a smarter and more connected world. More information www.amrax.ai

About Siemens Austria

Siemens is one of the country's leading technology companies. Around 9,300 employees work for Siemens in Austria in total. Sales in the fiscal year 2023 amounted to roughly 3.2 billion euros. Siemens combines the physical and the digital world — and aims at creating benefits for customers and society. The company focuses on the fields intelligent infrastructure in buildings, decentralized energy systems as well as on automation and digitalization in the process and manufacturing industry. Automation, software and data analytics play an important role in this context. With its plants, globally active centers of competence and regional expertise in every Federal Province, Siemens Austria significantly contributes to local value creation. Furthermore, Siemens Austria has the overall business responsibility for its own market as well as for an additional 25 countries (Lead Country Austria). Additional information can be found here: www.siemens.at