Architecture at the threshold

01. Courage
02. Consequence
03. Authenticity
04. Precision
05. Perfection
06. Innovation
07. Care
Furtwangen, Germany
Siedle has been producing in Furtwangen since 1750, in the heart of the Black Forest and at an altitude of 900 metres above sea level.
## Contents

### 01. Courage
- The Net changes everything p. 10
- In the parliament of things p. 12
- No “either/or” p. 16
- Inbetweeners p. 22
- ARCH+ features p. 26
- Systems emerging from the nature of the project p. 32

### 02. Consequence

### 03. Authenticity
- Siedle Vario p. 64
  - Functions p. 66
  - Access control p. 67
  - Letterboxes p. 68
  - Light p. 69
  - Colours p. 70
  - Arrangement p. 72
  - Installation methods p. 73
- Siedle Steel p. 74
  - Functions p. 76
  - Access control p. 77
  - Letterboxes p. 78
  - Light p. 79
  - Arrangement p. 80
  - Installation methods p. 82
- Siedle Classic p. 86
  - Standard versions p. 88
  - Individual versions p. 90
  - Functions p. 92
  - Materials and colours p. 94
- Siedle Select p. 96
  - Components p. 98
  - Colours p. 100
- Siedle Compact Sets p. 102
- Modernization p. 104

### 04. Precision
- Communication and signage system p. 106
  - Functions p. 108
  - Design p. 112
  - Indicators p. 114

### 05. Perfection
- Siedle Scope p. 116
  - Functions p. 118
  - Design p. 120
  - Indoor stations p. 122
  - Models and functions p. 126
  - Materials and colours p. 128

### 06. Innovation
- Siedle Access p. 130
  - Functions p. 134
  - Application p. 136
  - Software p. 138
  - Siedle App p. 140
  - Functions p. 142
  - Interfaces p. 144

### 07. Care
- Made in Furtwangen p. 146
  - With his whole heart p. 152
  - Imprint p. 156

---

**Architecture at the threshold**

---
01.

Idea + Action

Courage
The Net changes everything

The Internet has developed into the largest and most powerful driver of change that has ever existed. War is the father of all things? Being determines consciousness? In any event, the Net is the transformer of all things and because it changes our being, anytime and in any place, it also determines our consciousness. Immediate access to the knowledge of the world has become such a matter of course that quotes actually no longer have to be researched – Google does it for us in a matter of seconds. For offline readers – they come from Heraclitus and Karl Marx.

Why should it stop at the threshold?
Gabriele Siedle on the world of the unpredictable.

The fact is that it is not just people who exchange views on the Internet, things do exactly the same. The much-quoted intelligent refrigerator and other smart gadgets are still an exotic rarity, but sensors and actors, servo motors and other...
The conversion process is not yet at an end, and it probably never will be, since it is under the influence of the greatest driver of change of all time.”

Siedle has being playing a role in these dynamics since 2011. The IP system Siedle Access was supplied to customers for the first time in autumn last year. Access is based on the universal protocols and standards of the IP world. Using it, building communication becomes part of the worldwide Net, a contact which certainly has consequences. At the start of the system development work, Managing Director Gabriele Siedle commented on the new territory that the system would occupy: “Siedle has existed within its own installation environment. The door intercom system was entirely our area. Access will change all of that. We are participating in a global development undertaken at breakneck speed – however, we are also granting others access to an empire which previously belonged to us alone. The threshold is open in both directions, representing both opportunity and risk at the same time.” She acknowledged: “There is no guarantee of success. We are stepping out into a new world with different rules and completely different competitors. In some cases, their development departments are larger than our entire company. However, we are taking on the challenge. Siedle has to compensate for its lack of size with intelligence.”

We are gaining another world
We knew what we were letting ourselves in for – but we were nevertheless surprised by some things. The Net is forming the world which uses the Net. Where IP is concerned, innovation periods are shorter, the competition fiercer and the market more global. The company had to enhance and expand its high-tech competence – without, of course, compromising its excellent design and perfect workmanship. The IP system required new processes and tools such as have our customers. We are now seeing how completely new opportunities are being created by networking familiar components, and we know that this is only the beginning. That’s just the way we like it, because the Net is changing everything. Why should it stop at the threshold?”

Peter Strobel
A political scientist, he works as a copywriter, journalist and consultant. As the author of the chronicles of the company published on the occasion of its 250th jubilee, Strobel has studied the history of Siedle in great depth. He has contributed towards the formulation of the guiding principles and is in charge of the company’s communications.
“City air makes you free.” This mediaeval legal principle which originally formulated the liberation of town dwellers from serfdom has more recently become synonymous with the attractive nature of the town. The anonymity of the town was felt to be liberating as opposed to the hemmed-in nature of a village, and this was part of personal freedom. Nowhere was the sensitive balance between the desire for freedom and the need for security more pronounced than at town walls in mediaeval times. Only those who crossed this threshold and became resident inside the walls actually managed to break their bonds and experience freedom. Town walls are long gone and freedom appears to have no bounds. The Internet and digital networking have torn down many other boundaries. The walls that protect our private sphere have long since become immaterial. Instead of physical firewalls we now have virtual firewalls to protect our security. However, the level of freedom has also meant a rise in the need for security since the safety architecture of the thresholds which for centuries were marked by linear borders (national borders and town walls) and access checks (town gates and the front doors of our homes) has grown into a limitless digital threshold area which is very difficult to control. Since everybody is connected with everybody else, the number of thresholds, junctions and interfaces which are open to attack has increased immeasurably.
In heavy rain, the installation automatically switches to an abstract depiction of raindrops falling on a virtual liquid surface.
The Internet of things

However, it is not just people who are networked practically all the time these days thanks to the mobile internet and smartphones. In fact, the situation now is that you can step over the threshold between the real world and the virtual world any time, any place. In addition to this “Internet of people”, there has also long been an “Internet of things”. This refers to the virtual networking of physical objects. Experts believe that after the spread of social networks, the inclusion of real products and objects in the virtual world will be the next big step in global digitization – having things communicating with other things.

In the future, the “Internet of things” will encompass all “smart” devices which cannot just be networked internally, but can also be connected to the Internet. This will enable us to control all our building equipment and building communication systems from anywhere, which opens up new opportunities, not only in terms of comfort, but also in terms of protecting our climate. The building and all the connected appliances inside it would be part of a large smart grid, an intelligent network which regulates itself using automatic requirements and consumption analyses and thus optimises the energy performance of the building as a whole. In terms of demographic developments, too, as the population grows ever older, an application in health care may not be quite as futuristic as we think since people’s bodily functions can be measured and supplied while medical equipment can be monitored using the internet.

This is actually the revolution of the much-vaunted information age with a new type of society being ushered in, consisting of a wide array of connections between humans and non-human beings. It is precisely this type of society that the French philosopher, technical sociologist and scientific theorist Bruno Latour means when he talks about a “parliament of things”. A society which no longer distinguishes between people and things, nature and culture, politics and technology, but takes account of all the actors which are related to each other and mutually influence each other. The social world in this sense would be a collection of both human and non-human “delegates” which have a legitimate voice. Latour therefore refers to the etymological meaning of the word Thing whose Germanic root designates a collection of people or court. A thing is therefore not an inanimate object, but part of social discourse.

The future of communication

The focal point of this development is a cognitive sphere based on data exchange which makes no distinction between human beings and things. In fact, in the future it will not just be people, but also things fitted with sensors which will be able to generate an unending stream of data that must be stored, processed and evaluated. Ultimately, everything that we do leaves an invisible data trace. Even today, computer systems monitor and control the circulation of people, material and information and ensure that they are all safe and secure.

Safety is therefore not possible today without data security. And the more data we produce and share, the more companies and state institutions who conduct data mining become interested in extracting useful information from the mountains of data being generated every single second. However, if in the not too distant future things will be able to say so much about us, from our pulse rate to how we behave in our homes, we will be dependent on the digital thresholds in the virtual world.

With this in mind, Siedle also gives this threshold a voice in the “parliament of things” with its IP system Access. Peter Strobel, Communications Director at Siedle, describes exactly what this development means: “Siedle is giving up the security of the proprietary system world to acquire the freedom of unlimited communication. At the same time, the freedom of the virtual world will become an instrument to provide safety at the physical threshold.” This paradoxical development, which interlinks the virtual and real worlds, acts as a reversal of the principle of the mediaeval town wall.

The penetration of areas of our life blurs the thresholds, not just those between the virtual and the real worlds, but also those between indoor and outdoor, private and public. Therefore, not only do we have to learn to keep redefining thresholds, but we must also rethink networking as part of the public domain.

Anh-Linh Ngo
The architect Anh-Linh Ngo is editor of ARCH+, the international architecture journal. He is the co-initiator and co-curator of various exhibition, research and event projects within the context of contemporary architectural topics, among other things the participation of ARCH+ in documenta 12 magazines and the realization of the ARCH+ “Schwellenatlas” (Threshold Atlas), created in collaboration with ETH Zurich.
No “either/or”

Modern man and the productive use of conflicting concepts.

Just a few years ago everything was crystal clear – we had become used to looking for the simplest answers wherever possible: left or right, yes or no, black or white, right or wrong, friend or foe. And we got along quite nicely, we were able to hold fixed views for or against something and structure our lives using clear rules.

But the time of such certainty is now gone. We now live in a system of unknown complexity. The flows of data and goods, and to an ever greater extent also of people, are moving at increasing speed across nations and cultures with everything being linked with everything. The concept of the “butterfly effect” became established at the end of the 20th century as a metaphor for this mutual inter-dependence. The slightest shifts can have unexpected and also very far-reaching consequences in complex systems.

As a result of this rising complexity, the accuracy of forecasts has fallen and this has resulted in the simplest truths losing their veracity. This demands a great deal of flexibility and mobility from all of us and challenges our established values.

In the future, we will have to steer more by sight, dare to experiment and learn the art of improvisation. And we will have to learn to take areas of conflict in our stride – the sort of conflicts which have always been there in latent form but are now coming more and more to the fore. We can even say that our success in life today depends on the extent to which we can deal with these conflicts productively or even cheerfully.
In other words, we will have to learn to bear “both-and” situations and create new things on that basis.

The term “hybrid” was born to describe this type of seemingly contradictory situation and is now just as commonplace in the motor industry (“hybrid car”) as it is in trade where we talk about “hybrid consumers” — somebody who combines luxury products with discount goods without batting an eyelid. And this is creating new markets.

Areas of conflict which produce new hybrids are becoming increasingly common in our ever more complex world.

If, for example, we look at the yearning for simplicity which today is manifested just as much in the user-friendly products from Apple as in approval of simplifying political arguments. We can only understand this yearning if we view it against the contrasting backdrop of the megatrend towards greater complexity. The point at which financial systems, electronic communications and education are becoming ever more incomprehensible leaves us longing for clarity and understanding.

And there is another area of conflict which is no less significant. Around two decades ago, a development was started which initially took place in the periphery and only attracted the attention of a handful of eccentrics but is now turning our economy and society on its head — the increasing digitalization of information and its ever greater distribution via electronic networks. Who would have guessed ten years ago that Amazon would have become one of the largest businesses in the world by now? Who could have imagined that an online encyclopedia maintained by thousands of volunteers would have taken the place of its traditional paper cousins? Or that an internet company with a few hundred employees would be able to connect a billion people with each other and as a result be floated on the stock exchange with a value of several billion dollars?

There is absolutely no doubt that the technological revolution is currently turning many things on their heads that we have always taken for granted — from simple business models to our concepts of space and time. As part of this process, our understanding of the opposite concepts of transparency and privacy has been redefined. Certain companies know us better than our mothers and we expose our personal details and movements secret. The disclosure of our private selves appears to be the price of safety and security in a dangerous world and of user comfort thanks to technical innovation.

At the same time, however, our privacy is expanding. Public and private media channels are flooded with intimate and personal details. The permanent presence of private matters in public areas in the form of reality television programmes, online video platforms or simply in old-fashioned gossip magazines has caused some people to bemoan the “tyranny of intimacy”. Over the last few years, new buildings, both private and commercial, have decided to become more open with large windows, transparent corridors and the desire for lots of light. But now we are seeing a desire for clear delimitations and boundaries once again in the form of additional structures such as flexible walls or using plants to create a little privacy.

There is no doubt that these two apparently contradictory developments are stimulating one another, since the more intimate details are discussed in public, the smaller the areas in which real privacy is possible and is respected. It is the boundary between private and public life which is changing and becoming more and more blurred.

However, it is that very privacy whose disappearance today is so often bemoaned that is an ideal of modern life. In ancient times and the Middle Ages, people were convinced that everybody should have a separate space for their own life, but this has now disappeared. For example, a wedding night in the Middle Ages could easily be played out in public and in ancient times public conveniences were often also places to meet. The opposing poles of intimacy and publicity have therefore obviously shifted over the centuries.

These last examples demonstrate particularly clearly how relative our ideas are and how much they are influenced by social context. After all, human beings are social animals and their values and desires are formed by their contact with their contemporaries. Intimacy and publicity, transparency and privacy, simplicity and complexity, security and freedom — all of these concepts are based on conventions which are subject to continuous change. And between them we create new areas of conflict all over again. The world of finance shows this perfectly — in terms of asset management and financial valuations. Until recently, discretion was an important word which stood for freedom and security at the same time. Today it raises suspicion that undeclared money has been concealed.

We have no choice but to live within these areas of conflict; there is no “either/or”, no trade-off. The Danish labour market model known as “flexicurity” is a perfect example — it is possible to terminate employment contracts in Denmark relatively easily which results in a high proportion of Danes being unemployed at some stage every year. The state provision of security and unemployment benefit during phases of unemployment. This freedom of companies to hire and fire has created a commercial boom and the Danes are regularly at the top end of polls looking for the “happiest” nations in Europe.

David Bosshart
David Bosshart is CEO of the Gottfried-Duttweiler-Institut für Wirtschaft und Gesellschaft (Gottfried Duttweiler Institute for Economic and Social Studies) in Rüschlikon/Zürich. The author of several international publications and holder of a doctorate, he is a much sought-after keynote speaker in Europe, America and Asia. The main focal points of his work are globalization and political philosophy, the future of consumerism and social change. David Bosshart spoke exclusively for Siedle in advance of the Light+Building on the topic of security.
Inbetweeners

What happens when we enter or leave a building? What emotions do we feel when we arrive, are welcomed or leave? What role does the architecture play in this, what influence does technology have and how do these two effects combine? The seminar entitled “Threshold spaces” at the Faculty of Architecture at the Bauhaus University of Weimar looked into these questions. Siedle initiated the event, provided the architects who attended it with an insight into the development and production of door communication systems and considered their designs.

“Threshold spaces make people into ‘inbetweeners’,” says Till Boettger, seminar leader and member of the academic staff of the Chair for Creation and Interior Design. He believes that a threshold is more than just a dividing line: “Its extension or addition can create threshold spaces”. Their interpretation as a space was the starting point of the seminar and was the point that made the threshold interesting for architects. Boettger gives his students an equally more demanding and exciting task than just positioning barriers when he asks them to design spaces: “Thresholds open up spaces and organise, entrances while at the same time they are regarded as part of the boundary and can be seen as obstacles. The phenomenon of the threshold is based on spatial ambivalence”.

Siedle is also very aware of the fact that the entrance is more than a door with a bell push and an access point is more than an opening in the shell of the building. The company has long been manufacturing systems which can do far more than just open a door. The potential of technology is very rarely used, however, since the threshold is all too
often reduced to its minimum function and neglected in the conscious design of buildings. Siedle has a completely different understanding of the threshold and its significance and is intent on spreading this view. The company is pursuing a comprehensive system approach with the aim of satisfying the very highest technical and design demands for communication technology in entrance areas. Naturally this assumes that the significance of the threshold is seen and acknowledged by planners and developers, since only then will the demands be made in the first place.

**Interaction of architecture and technology**

This means that the different motivations create a joint interest – showing the significance of threshold spaces in architecture, exploring the possibilities of their design and testing the extent to which communication technology can enhance the architectural intention. "Knowledge of the technical equipment is of great relevance to the design of the threshold space," says Till Boettger, who like Siedle believes that the interaction of technology and architecture is a subject which requires further attention. "If threshold space equipment is integrated into the overall design, it can help the design and development of the space. The extent to which the perception of the space and experience with threshold spaces can be changed with new equipment is still unclear. The function of mobile communication equipment, for example, demands mobile equipment and a critical look at the spatial transition with its permanently installed building technology."

Siedle initiated the seminar, acted as a sponsor to support it and also monitored its content. The 25 seminar delegates visited the company as part of a study trip which lasted several days. In a practical session, they assembled intercom systems and then also programmed and commissioned them. This was followed by a hands-on planning workshop in which the group discovered, on the basis of genuine projects, the extent to which Siedle systems meet the needs for building and planning requirements. Their consideration of the technical processes at the threshold ended in a constructive dialogue with the experts from the design, construction and planning departments at Siedle. The future interaction of architecture and technology is of particular interest to this new generation of designers. Will digitization and networking replace established methods? How will the conflict between constantly increasing transparency on the one hand and the growing need for separation develop? Can threshold spaces be separated from architecture and if so, will it be necessary to have fixed equipment installations at all? These and similar questions quickly led to ideas and visions which went well beyond the current product reality.
Eberhard Meurer
The Siedle head designer talking to Till Boettger

The threshold of tomorrow
This caused the discussion to take a course which was very much what the initiators wanted, since it is only possible to develop the right technology if you have an idea of what the threshold of the future will look like. Although technical progress gives rise to the possibility of innovative, it cannot control the direction which that innovation takes. The main point is to know what technology is needed and how it is used. Naturally a company like Siedle is constantly thinking about this, but the students approached the subject without any burdens of feasibility and profitability, two things which all too often keep our feet on the ground when soaring flights of intellect and visionary ideas would actually be more beneficial. On the other hand, Siedle also has an opportunity to be present when the threshold of the future is being defined. In other words, ideally we are not just looking into the future – we are helping to design it.

And design was the next stage of the process for the seminar delegates. The “sensory organs of the building”, which is how communication technology was described in the discussion, provided plenty of subject matter for a more in-depth discussion. The design exercise was an attempt to find pioneering methods of looking closely at the phenomenon of “inbetweeners”. It resulted in models and drawings related to the relationship of spaces to one another and also related to “threshold space equipment”. The interim results have already been submitted and discussed and the students are now absorbing the responses and reactions and elaborating their designs. Once again, Till Boettger believes that practice-oriented work is best. Siedle included the view of practitioners in its interim presentation and will continue to monitor progress.

The wide range of different concepts used by the delegates to interpret the subject of the threshold has been the outstanding point in the whole matter. How architecture, people and technology interact, how a threshold space starts movements and accelerates or decelerates them, how it guides and directs visitors and how it acts between different zones – these are aspects that the designs illustrate in very different ways.

But we can draw an initial conclusion which is that every threshold is a communication point. Not just when technology has been installed, but simply by virtue of its pure existence. It emits a wide range of signals and can be inviting or repellent, attractive or ugly. It opens up itself and the building or it closes both. And it does all this whether we want it, plan it and design it or not. The law under which it is impossible not to communicate certainly applies here. The threshold reveals much about what lies behind it. We would do well to consciously choose the language that the entrance speaks.

The topics of the seminar
The location-less threshold
Mobility, linking new media, technology
Private homes
The threshold-less transition
Universal design, transparent materialism, technical tools
Publicly funded housing, public buildings
Controlled access
Security, overview, video technology
Private homes, office buildings, museum buildings
The decelerated entrance
Anticipation, narrative passages, slowness
Museum buildings, private homes
The invisible threshold
Limitlessness, dissolution, concealed technology
Public space
Communication for crossing a threshold
Perception, signage systems, communication technology
Museum buildings, private homes
The intelligent entrance
Comfort, identification and controls
Housing, administrative buildings
The staged exit
Leaving, light and automation
Cinemas and theatres

The results of the seminar on “Threshold spaces” are documented at www.siedle.com.

> Author Peter Strobel, see page 15.
“Thresholds are the places where the essential things in life are played out, as nowhere else do we come face to face with the fundamentally unfamiliar with such little concern that a connection is formed, out of which something new is born.”

Andre Santer, ARCH+ features 7

Architects are seismographs for social change. What they build will shape our environment over the next few decades. There is no better way to find out about the future than to sit down with a young, innovative generation of architects and discuss what moves them today. This is exactly the aim of the ARCH+ features discussion platform created by ARCH+ and Siedle. It provides Siedle with a view of the current production conditions for architecture and towns and gives important impulses for its own innovations.

The series reflects contemporary architectural practice and thus provides an exemplary overview of the virulent topics of the day. These extend from alternative construction and financing strategies such as construction groups and associations, matters relating to social commitment and self-building, alternative urban strategies, new aesthetics designed to encourage participation and ownership and the contribution that design can make in terms of the technological progress to bring people and engineering closer together.

Despite the wide variety of topics covered by the series, there is one thing that all the articles have in common, namely the social responsibility of design. It is not by chance that those views which seek to establish a new relationship between architecture and urban life always attract special attention. The main focus of this is the aim of bringing work and life back into balance in the post-industrial age and developing low cost urban house types for this purpose. One prominent development that has been covered by ARCH+ features is therefore joint construction projects which enable those on middle and lower incomes to live and work in the centre of towns. Inclusive planning strategies which allow informal and individual action are gaining in significance in this context since community strategies such as construction...
groups and associations are based on the principles of self-determination and co-determination of one’s home and the environment around it.

How this can be put into practice in concrete terms has been demonstrated by the BARarchitekten who opened the new series in October 2010 using the example of their Oderberger Straße project in Berlin. This project involves a complex concept for the use of space which includes both living and working areas as well as temporary work studios, along with a roof garden and a guest apartment which are both provided as communal facilities. This type of project is not only distinguished by social aspects but are also generally based on ecological planning, building and living concepts. In addition, these inclusive strategies and comprehensive “community design” also help to create opportunities for urban life which go beyond merely building homes. This makes these construction groups an integral part of the social network within these urban environments. This means that many construction groups help to create communication spaces, offer services such as childcare and care for the elderly and also set up goods exchange systems. These community actions go beyond the scope of self-sustainability and actually have an effect on the urban infrastructure. To develop this urban potential, architects now more than ever have to think beyond the threshold between architecture and urban life. Since it started in October 2010, ARCH+ features has become firmly established within architecture circles. The series of events takes place on a regular basis in various German and European cities. Complete video documentation of all ARCH+ features to date is available at siedle.com/archplus and archplus.net.

ARCH+ features to date, listed in topic categories

**Construction groups and associations**
ARCH+ features 1: BARarchitekten
ARCH+ features 4: Ifau, Jesko Fezer, Heide & von Beckerath
ARCH+ features 8: Christian Schöningh, Andreas Rumpfhuber

**Social commitment and self-building**
ARCH+ features 2: Diébédo Francis Kéré, Jörg Stollmann

**Alternative urban strategies**
ARCH+ features 3: Matthias Rickraumlabor

**Participation and ownership**
ARCH+ features 5: Florian Heilmeyer
ARCH+ features 6: ludloff architekten
ARCH+ features 7: Jürgen Mayer H. and Andre Santer

**Bring people closer to engineering**
ARCH+ features 9: KRAM/WEISSHAAR (1)
Anyone who listens to Eberhard Meurer will quickly grasp the internal logic and consistency of his designs. The designer, born in 1945, never wanted to be in the limelight. Yet his work, which he has been producing for Siedle since 1975, is prototypical of a contemporary understanding of design. Everything that Siedle presents to the public he has either designed himself or significantly influenced: individual products and the systematic interplay between them, publications, the corporate image from the logo right up to the company architecture. From the start of his employment he was the immediate junior to the Managing Director, who recognized and encouraged Meurer’s comprehensive design maxims. “Horst Siedle supported me with every risk,” says Meurer in retrospect. Gabriele Siedle has continued this close collaboration.

Why does a designer begin to think comprehensively? As for all of the steps in Meurer's working biography, there is a clear cause: At an early stage, he understood design as a component in a chain of communication. In Schwäbisch Gmünd he studied under designer Karl Dittert. The sculptor Fritz Nüß, who trained his three-dimensional awareness of form, made a big impression.

On completing his studies, his first occupation was at a lighting company which expected its designers not only to sketch product designs, but also to deal with graphic design. “They threw me in at the deep end,” Meurer says of his first employer. This experience came in useful for him in his work in a design agency in Freiburg. Meurer recognized that if a comprehensive approach is hampered, ultimately this is harmful for both the product and the company.
The collaboration with Siedle began with the design for a new exhibition stand for the Hanover trade fair, and during the work on the in-house telephone HT 311 he switched from the design agency to the communication technology manufacturer. Right at the outset, Eberhard Meurer made it clear that he also wanted to “have a hand in managing promotional matters.”

Already with his first product for Siedle, which is available in various expansion stages, Meurer carved out new paths. Each of the novel functions has its own button. Instead of offering a separate model for each different application, the designer separated the phone and the keypads. This means that different function blocks can be integrated into the same housing as desired. Wholesalers were delighted that less capital was tied up in stocks. For the Furtwangen-based company, it marked the birth of modular design. “To begin with, modular design did not interest me much,” remembers Meurer. “That emerged from the nature of the project.” And so it was for the new modular layout of catalogues and brochures as well. Here too, a logical system which may be further developed with little cost and effort, offers benefits. At the same time, he creates the basis for consistent corporate design.

With the Vario system, which was first presented in 1981, Meurer took the idea of modular design further. The open system, based on a modular design principle, can be extended in terms of scope and function as desired. In addition to letterboxes and doorbells, it covers information and interaction modules like a camera eye or a movement sensor. Later on, he supplemented this with a uniform grid. It is continually being refined by adding new materials and surface finishes.

Siedle does not pin its technical and design leadership on particular materials and production technology: “I was able to do what I felt was right,” concludes Eberhard Meurer. “I was always allowed to use the material and the technology that was perfect for the relevant product.”

In 2006, Meurer opened up new perspectives with a new in-house telephone: he now distinguishes more strongly between inside and outside in his designs for the threshold of the house. On the inside, individuality is what is most required, so Meurer combined a plastic housing with solid stainless steel, aluminium or precious wood veneer bezels. Meurer created a control system as the basis for the tremendous variety of designs, which Siedle systems offer to planners and developers. “If wish that this variety could be exploited even further,” says the designer. Contemporary architects and interior designers have rather neglected the threshold, the entrance area to the house. “Here, design planning is delegated too quickly to the executing companies, instead of ensuring comprehensive design quality.”

Will the entrance to the house change in this period of digitization? Meurer is certain that “we will always need a business card at the door.” For Eberhard Meurer, opening up the Siedle systems to new, secure applications, lies in the logic of the matter.
02.

Cause
+
Effect

Consequence
Siedle Steel
Communication pedestal
Brushed stainless steel
B: 462 mm
Siedle Steel
Communication pedestal
B 168 x H 1525 x T 76 mm
Light pedestal
B 168 x H 440 x T 76 mm
Brushed stainless steel

Video hands-free telephone
Stainless steel/black
B 105 x H 277 mm

Architecture at the threshold Consequence
Siedle Steel
Video door station
Brass finish
B 462 x H 798 mm

Siedle Steel
Video door station
Brass finish
B 154 x H 350 mm
Siedle Vario
Letterbox system
White (RAL 9016)
B 960 x H 1345 x T 150 mm

Architecture at the threshold Consequence
Siedle Steel
Letterbox system
Anodized aluminium
B 882 x H 385 mm

Siedle Steel
Video door station
Anodized aluminium
B 154 x H 350 mm
Siedle Scope
Brushed stainless steel
B 100 x H 180 x T 100 mm

Video in-house telephone
Stainless steel/Black
B 105 x H 237 mm
Siedle Classic
Letterbox system
Brass finish
B 462 x H 798 mm
Siedle Steel
Letterbox system
Brushed stainless steel
B 502 x H 1374 x T 76 mm
Siedle Classic
Video door station
Chrome
B 452 x H 565 mm

Siedle Classic
Video door station
Brass finish
B 170 x H 354 mm
03.

Being + Consciousness

Authenticity
Siedle Vario: the modular icon

Siedle Vario covers just about every conceivable requirement when it comes to entryway communication. In the wall, on the wall or free-standing, six standard colours and an unlimited choice of non-standard shades, with letterbox, lighting, video surveillance or access control: Siedle Vario integrates whatever functions are possible in the entrance area within a single standardized framework. The system ensures that every combination addresses the most stringent design aspirations. Siedle Vario is the epitome of good modular structured door communication. The system has received multiple design awards – and served as a model for a whole product category.
Today, the building threshold requires more than simply an intercom system and a bell. From lighting to access control, the entrance area imposes many demands on a communication system. The classic Siedle Vario system fulfills all of these, offering unique variety from a standardized design.

Functions

A fingerprint, a numerical code, a card or a radio transponder: all of these either supplement or replace the usual key. Siedle access control is adapted to meet requirements with several expansion stages. The spectrum begins with controlling a single door and stretches as far as large building complexes, whose numerous entrances are configured and controlled via a web server.

Access control
Letterboxes

Vario letterboxes are part of the system concept. They can be combined with all functional modules and adapt to every design wish and every architectural requirement. Despite the great variety, they always create a formal unit with each combination of modules.

Light

Siedle uses exclusively white high-performance LEDs in all its light functions. The square light module forms the basis for extremely low-profile wall lights or freestanding light pedestals. Every module is equipped with four LEDs, which remain recognizable as spotshaped light sources. The surface area light provides the perfect illumination for company names, logos and other inscriptions. And spotlights illuminate details such as keypads, house numbers or fingerprint readers. By directing the light, it is possible to accentuate edges and contours.
Colours

In addition to the standard colours of white and silver metallic, all of the Vario system's components are also available in black and white high-gloss paintwork finishes and as well as in two micaceous paint finishes in amber and dark grey (DB 703).

Along with these six series colour finishes, we also supply Siedle Vario painted in any colour desired from the RAL colour range.

www.siedle.com/vario-colours
Arrangement

The Vario principle is as ingenious as it is simple: it is based on functional modules and a design grid. Within the grid, the modules can be arranged in any combination. The result is a neatly arranged, aesthetically pleasing communication system every time. Everything is in perfect alignment and the proportions are right – even when large info signs or letterboxes are integrated.

Installation methods

Depending on the architectural situation and the desired range of functions, Siedle Vario can be installed in four different ways. Easy surface mounting and the free-standing communication pedestal in particular play an ever increasing role in energy-efficient buildings as both types of installation require no intervention in the shell of the building.

01 Concealed mounting
Concealed mounting is the most elegant way of positioning Siedle Vario at the entrance. With a height of 15 millimetres, Vario has a pleasingly slim appearance; forward projections only occur where the function of the system demands it, for example for the video camera or the fingerprint reader.

02 Door panel mounting
If entrance communication is to be integrated into a door element, the letterbox door panel provides the basis for a tailor-made solution. It is available in several installation widths and fits flush with the surrounding door panel.

03 Surface mounting
Surface mounting makes it easy to install all components on the wall surface – ideal for renovation and modernization projects, or for base materials which are difficult to work with, such as marble. In this way, extremely elegant, power saving lighting can be created, especially when used with our square LED light modules (p. 69), complementing the classic door station perfectly.

04 Free-standing
The communication pedestal draws together all of the Vario’s functions in the ergonomically correct position. It is available in two designs: the slim-line pedestal with its particularly modest installation depth can be fitted up close to facades, in corners or even inside the building, while the more robust variant can hold letterboxes and information plates as well.
Siedle Steel, freedom based on reduction

The design quality of Siedle Steel rests on a solid foundation of consistency and authenticity. All the fronts are made completely of solid metal and to an exemplary standard of workmanship. With no visible means of fixture, the flat surfaces, linear clarity and precise edges highlight the aesthetic merit of the material. The design language is dominated by geometric structures and a design grid which is again based on a basic geometric shape – the square. Reduction to a few strictly applied principles means that the system features vast design openness. It creates an opportunity for almost limitless combinations of shape, function and material. To ensure that the users can take advantage of this freedom, Siedle has developed its Modern Manufacture, a manufacturing process which combines the individuality of one-off production with the processing quality of serial production. Here, every Steel system is configured and constructed in line with customer specifications – as a one-off unit, but to an exemplary standard of precision only achievable with industrial production.
Functions

Siedle Steel includes all the functions in the entrance area to provide a perfectly integrated unit in terms of both form and function. The functional scope of each system depends on the requirements and preferences of the individual customer.

Access control

The fingerprint, numerical code, card or radio transponder: all of these either supplement or replace the usual key. Siedle access control is adapted to meet requirements with several expansion stages. The spectrum begins with controlling a single door and stretches as far as large building complexes, whose numerous entrances are configured and controlled by a web server.
Modern door communication is more than bells and intercoms. It also requires information, vision, surveillance, access control, switches, lights – and of course somewhere for receiving mail. The most elegant solution for this is the integration of a pass-through letterbox in the flush-mounted door station. The letterbox flap is made of the same material as the front panel and has been integrated precisely and flush with the mail items being removed from the rear. If what is planned is a wall aperture without actually breaking through the wall, we recommend a letterbox offering mail removal from the front. With this option as well, the removal door and the grip rail are made of the same material as the front panel. On the free-standing version, the mail can be removed from the front or rear.

The electronic unlocking function is a particularly practical feature. It makes the conventional letterbox key obsolete. A numerical code, a radio transponder or your own finger is all that is required to open your letterbox.

Letterboxes

Siedle only uses white high performance LEDs in all its light functions. The square LED module provides the basis for extremely flat wall lights or free-standing light pedestals. Each module is fitted with four LEDs which remain visible in the form of point-shaped light sources. The surface area light puts company names, logos and other inscriptions in the right light. The spotlight illuminates details such as keypads, house numbers or fingerprint readers. Its directed light accentuates edges and contours.

The illuminated information sign, on the other hand, highlights the lettering on it but leaves the remainder of the system unlit. It is the light of choice if you wish to focus attention fully on the information on the signage. The information sign and surface area light are available in a range of sizes while the light cone of the spotlight is around 10 centimetres wide.

Light
Arrangement

The appearance of the perfect door station can vary greatly depending on personal style preferences, individual requirements and structural circumstances. Consequently, Siedle Steel does not prescribe any specific design, but rather a blueprint for individual configuration: a range of function modules, a clearly defined Steel look and a 14 millimetre grid. The final configuration is determined by the user.

www.siedle.com/steel/freedom
Siedle Steel can be installed in six different ways – two of which, namely flush mounting and frameless glass mounting, are not possible with any other communication system.

01 Free-standing
The communication pedestal sets its own agenda. Requiring no intervention in the facade or door, it stands wherever is best. It uses its own format for this, and not just in aesthetic terms since all its functions are in the correct ergonomic positions and just where they are needed – at both the front and the rear.

02 Flush-mounted
The two-piece design gives Siedle Steel an extremely slim finish. The two millimetre solid front panel only projects six millimetres from the wall. Its fastenings are concealed and can only be accessed using a special tool.

03 Surface-mounted
The surface mounting allows the individual Steel system to be installed particularly easily and flexibly which makes it the perfect option for listed buildings and for energy-saving renovations.

04 Glass mounting
The glass mounting does not require a frame. The letterbox and communication technology are integrated directly into the glass facade without any additional fastenings – either in a recess in the glass provided for this purpose or as a panel between two glass elements.

05 Door panel mounting
When integrated into a door side panel, Siedle Steel shows off its features perfectly. Its generous surface area becomes a design element which dominates the entire entrance area.

06 Flush-mounted installation
Flush-mounted installation allows architects and building owners to integrate the door communication system completely into the facade. The mounting level is buried so deep that the operating level ends up exactly flush with the surrounding surface.

www.siedle.com/steel/installation
Materials
and colours

Completely smooth and without visible evidence of fixtures, the solid front panels highlight the character of the specific material. There is a choice of six materials and surface finishes available. The range of designs is increased even further by the twin-level construction. The mounting level with the functional elements is visible at the edges and through the precisely laser-worked cut-outs in the front panel. The colour, structure and surface finishes of the mounting and control levels can be the same, complement or contrast one another.
Siedle Classic, from archetype to system

Siedle Classic is the contemporary interpretation of the classic door station. Like its predecessor Portavox, the very first door station, the basic design of the modular system consists of a metal front panel with buttons and a loudspeaker grill – but in terms of its design, function, material and workmanship, Siedle Classic brings you the very latest and best that modern engineering can offer. With its traditional distinctive design language, Siedle Classic provides the essential functions at the entrance – calling, speaking, seeing, door release, access control and receiving mail – available in a range of standard versions or in bespoke versions with individual dimensions and functions. Its concentration on the essentials makes Siedle Classic the ideal choice for those who attach importance to the solidity and intrinsic value of solid metal, but who do not require the vast design freedom afforded by Siedle Steel.
Standard versions

The standard versions of Siedle Classic are designed for the typical needs of many entrances – from a simple door station with a doorbell and intercom system through to a video door station with access control or a letterbox system with front mail removal.
If the standard versions of Siedle Classic do not cover your needs, the functions and dimensions of the door station can also be configured individually. A set of functional modules and modular construction make it possible to provide a whole series of design variants which we produce in the Special Construction Department.
Functions

- Video camera
- Status indicator
- Buttons
- Fingerprint
- Intercom system
- Electronic key reader
- Code lock
- Information
- Motion sensors/Photoelectric lighting controller
- Key-operated switch

Letterbox for front removal
Pass-through letterbox available in two sizes
All Classic door stations have a solid front panel which is two millimetres thick. On the standard version, this panel is made of corrosion-resistant V4A stainless steel with natural finish or brushed. Other materials include anodised aluminium, chrome, a coating with a brass look and burnished brass. A paintwork finish in any RAL or micaceous iron ore colour desired rounds off the design range.
Siedle Select: linear clarity

Siedle Select meets the requirements of small private homes. Letterbox, newspaper tube, lighting, movement sensor, illuminated house number, intercom, video camera, bell – Select concentrates the main functions in a uniform, modern design language. Its high-quality mix of materials – translucent plastic housing and solid aluminium paneling – coupled with vast colouring design freedom ensure that Select makes an impressive statement at the entrance – irrespective of whether the components are used in combination or individually.
Components

Intelligent details
The cushioned letter flap stays closed, even in a strong wind.

Individually combinable
The combination possibilities of the Select components are every bit as variable as their design language is uniform. The communication technology can be integrated in the letterbox or installed as a separate door station. The LED light is also ideal for fitting a house number. And with its simple surface-mounting system, the shell of the building is always left intact – an important point, especially for energy-efficient buildings.

www.siedle.com/select
Individually designable
Siedle Select is available in anodized aluminium or with a white powder coating – as well as in a silk matt paintwork finish in any RAL colour desired.

www.siedle.com/select/colours
Compact sets: your way into the world of Siedle

The Compact sets offer everything that a Siedle intercom system needs: high-quality materials and workmanship, perfect function and contemporary design. Because they can be easily surface-mounted inside and outside, they are installed in no time, and as they manage fine with lines of the most basic quality, they are ideally suited as replacements for your old doorbell systems.

The Compact Set is available in both audio and video versions: the audio set represents the entry level into Siedle class. It fulfils the basic functions of calling, speech and door release with the legendary quality which distinguishes all Siedle systems, and an excellent price-performance ratio. The video set is the simplest and most cost-effective route into Siedle-quality video monitoring. The door station can be combined with both the classic in-house telephone and with hands-free stations with no receiver. Every time the bell rings or the system is manually activated, the image from the door camera appears on the colour monitor; even if it is dark, thanks to the integrated lighting.

Audio set
Surface-mounted door station in bright silver with LED back-lit nameplate button, In-house telephone in white.

Video sets
Available with hands-free station with no receiver or with the classic in-house telephone.

www.siedle.com/sets
Many first-generation Vario systems (511 Series) have had to stand up to many years of use in demanding conditions. And when new technologies are to be put into use, for example a connection with the landline telephone, in many cases they have to be replaced. Siedle has made provision for such cases: with the use of special adapters, the old systems can be simply replaced with their current successor, the 611 Series. This means that the concealed housing remains in place in the wall, with no need for laborious masonry or chasing works. In many cases it is also possible to continue to use the existing wiring and other components, depending on the installation system and the desired range of functions.

The TL 111 Series door loudspeakers, with their distinctive loudspeaker grill, have been manufactured in their millions since the 1960s. After decades in use, they are gradually coming to the end of their service life. If it is now time for modernization, you should only do away with what absolutely has to be replaced. We have developed a variant of the current Siedle Classic product line especially for use in the TL 111 Series door stations. It is available with 1–6 call buttons, and their front panel screw hole pattern is exactly matched to the existing screw holes. The integrated housing, installed cables, network appliances and indoor stations are all retained. The 100% match with its predecessor makes replacement child's play and laborious masonry work superfluous.
Concentration + Passion
Precision
Communication and signage system

A perfect reception is not limited to the entrance area alone; the door is only one of several stations passed by a visitor. The route into the building starts with the parking sign or garage entrance and only ends on reaching a certain room. Other functions come to the fore at each one of these stations: identification of the building and its occupants, communication or interaction with the visitor, access to the inside, followed by guidance, information and support in finding the desired destination. The communication and signage system complies with every conceivable demand made on standardized design. It combines the unlimited scope for variation of the high-end communication system Siedle Steel with an ergonomically optimized signage system. The result: the perfect reception – seamless and cohesive throughout the whole of the building.
Wall sign and door station in glass mounting
Individual paintwork finish

Wall panel
Individual paintwork finish
Functions

Communication with a visitor begins at a distance: large letters attract attention and identify a building. When the visitor approaches, signs at an optimal reading height indicate the way to entrances or rooms. And if the visitor is in immediate proximity, ergonomically correctly positioned control elements invite you to: ring, identify yourself, enter your access code, deliver mail. The communication and signage system places every control element, every sign and every lettering in the position best suited to its function – inside and outside a building.
The diversity of design available for the communication and signage system results from various combinations of different mounting options and functional levels, which can both be individually painted. In addition, we can supply other material options for the functional level and six different inscriptions as well as the possibility of integrating illuminated information signs. This enormous design versatility allows the system to reflect personal preferences, architectural styles and surrounding materials; corporate designs or colour guidance systems can also be implemented without problems.

Design

Communication terminal
A touchscreen display supplements the functional features of a convenient door station by providing PC-supported information, a network link and freely configurable content.

Individualization
The systems which are shown are largely identical. Their different appearance results purely from the use of colour and light.

Lettering options

Laser cutting technology
- Engraving
- Screenprinting
- Foil lettering
- Printed foil
- Raised
05.

Everything
Too much
Perfection
Siedle Scope is a video call station and a landline telephone in one device. And it’s cordless. This means that wherever you are, whether in the kitchen, the bathroom, the garden or the cellar... Scope gives you a live update of who is standing at the door. Scope thus offers all the functions of an indoor video station, including a hands-free function and a door release button. At the same time, Scope is a fully-fledged landline telephone with excellent voice quality and even in-house functions can be controlled using Scope, such as turning the lights on and off or opening and closing the garage door or blinds.

www.siedle.com/scope
The cordless alternative: Siedle Scope shows you who is standing at the door – wherever you are in the house, on the terrace, in the garden, ... With all the functions of a video call station for the In-Home bus, including a hands-free function and separate door release button. At the same time, Siedle Scope is a fully-fledged landline telephone. The ideal complement to a fixed call station, it can also be subsequently integrated into existing Siedle In-Home systems.

Scope, the mobile video call station
- Large colour display
- Video monitoring with zoom and swivel function
- Hands-free function
- In-house function control, such as lighting, garage door or blinds
- Can be extended: up to 8 handsets can be used in parallel

Scope, the cordless landline telephone
- High range and excellent voice quality thanks to the DECT™ standard
- Compatible with telephones from other manufacturers using the GAP profile
- Hands-free function
- Ergonomically optimised design and user guidance
- ECO mode with reduced transmission power
- Telephone book, call log and numerous other telephone functions

Scope enables the simple and comfortable control of various security cameras around the house. An optimum view is guaranteed by zoom and swivel functions. The scope of functions includes the control of in-house accessories, such as lighting, garage door or blinds. And even when you are not at home, as part of its role as an interface between the door communication system and the landline telephone, Scope can divert the call at your door to any telephone number, whether a landline or mobile number. That way you can receive your guests even if you are out.

Functions
Siedle Scope concentrates its wide variety of functions in an impressive profile and ergonomically sophisticated aesthetics. The control elements and menu navigation are designed so that they may be operated intuitively. Function-oriented buttons offer you the feeling of accurate operation and an assured tactile response. High-quality materials and the discernable weight support the device’s functionality – Scope sits perfectly in your hand.

Components
Scope comprises three components: the handset, the charging tray and a base station which ensures the wireless connection to the handset.

Thanks to additional control buttons on the charging station, Scope can also be used as a table-top device.

Individual
A solid metal cover panel in six variants defines the individual appearance: stainless steel, aluminium, high-gloss white, high-gloss black, chrome and gold.

www.siedle.com/scope
Indoor stations: assumed to all be alike

Indoor stations shape a building or residence to the same degree that a door station shapes a facade or entryway. Every visitor passes by them. Every inhabitant expresses themselves through them. Insofar, an indoor station has much greater significance than as just a supposedly uniform functional object. An indoor station, especially one created by Siedle, always combines building technology, furnishing object, and safety element in one. This requirement is mirrored in both the functionality and in the design: eight differently equipped models – Standard and Comfort devices, audio and video, with receiver and handsfree – as well as twelve very different design variants – made from stainless steel, aluminium and precious wood veneer, with a black or translucent plastic body – turn the inside of the threshold into a playing field for individual preferences.
Models and functions

Siedle indoor stations are every bit as varied as their counterparts at the door. They come with a receiver or as a hands-free telephone, for wall mounting or set-up on a table, as the standard model or with Comfort functions and with or without video. What they all share is their ease of use. Their clean design lines, non-slip, easy-on-the-hand materials, clearly identifiable symbols, signalling LEDs and – last but not least – our refusal to get involved in exaggerated minimization – many such details contribute towards making them safe to handle.

Desktop version
All models are also available in desktop versions.
The design concept of the indoor stations combines a plastic housing body with individual panelling on the front and back in genuine stainless steel, aluminium or precious wood veneer. There are eight standard materials and colours for the cover panels, and the housing body with the receiver is available in black or translucent. So from the combination of both elements you have numerous opportunities to design the indoor station in line with your own individual wishes.

If the wide range of series finishes is still not enough, we will provide the cover panel painted in any colour from the RAL range that you wish. We can also add engravings and stamp on logos. We will check out any wish to see if it is viable and will come back to you with a specific offer.
06.

Reality + Vision

Innovation
Siedle Access: venturing into the digital world

“We believe that the field in which Access shows its strengths will continue to develop, especially in the project business. Without a doubt, the future here belongs to this IP-based, open and flexible system.”
**Functions**

**Communication**
- Internal calls, internal conversations
- Audio and video privacy device
- Door call and door conversations with video
- Direct door call with video
- Storey call
- Echo compensation
- Active background noise suppression
- Call list with history (can be sorted by categories)
- Send and receive text messages
- Voicemail (concierge and software phone)

**Video**
- Central image memory
- Automatic recording of camera images during a door call
- Selective recording of camera images
- Selective display and deletion of images
- Camera selection using contact list or in the video section
- Scanning mode

**Telephony**
- Connection of a telecommunications system to the Access server
- Dialling numbers from the contact list or using direct dial function (software call stations)
- Call using the landline network using a code lock
- Hold, call waiting
- Music on hold
- Call rerouting (manual, in the event of absence or if the line is busy)
- Call forwarding attended, unattended (concierge software)
- Display user status

**Automation (switch/control)**
- Doormatic function (target, door or connection-based) with status indicator
- Support for binary KNX functions

**Commissioning**
- Detailed logging for support and developers

**Interfaces**
- Connection to standardised IP telephone systems
- Integration of a/b converters
- External analogue cameras (via AIVS interface)
- KNX
- Simple macro programming
- Access control (via Vario bus)

**Note**
The list of functions corresponds to the status at the time of this brochure going to press (April 2012). The Siedle Project Service Department can provide up-to-date information on functionality. The latest data and release plans are also available on the Internet at [www.siedle.com/access](http://www.siedle.com/access).
Application

Consistent and structured IP cabling is increasingly becoming standard. This is certainly true of commercial buildings – is it still possible to imagine an office, administration or industrial building without an extensive network? But in residential buildings, too, an increasing number of services and functions are sought-after which can only be satisfied properly on an IP basis. The strengths of Siedle Access, its openness, flexibility and vast range of functional possibilities, make the system ideal for use in many different types of buildings.

Residential buildings

Complex, increasingly linked automation and control systems provide the convenience which has now become an accepted part of living in an up-market environment. The feature that all these applications have in common is IP-based networking. Building communication with Siedle Access fits seamlessly into this digital world.

Multiple occupancy buildings

Siedle Access can really show off what it can do in multiple occupancy buildings and large buildings. Access is almost unlimited in terms of maximum cable length, number of doors, users or speech channels. And where bundles of cables as thick as your arm used to be required, now all that is needed is a single network cable. Access can react variably to a wide range of user needs – even retrospectively.

Building complexes

Like an in-house LAN, an inter-regional WAN can be used as a basis for the system. Whether you want central surveillance and management using our concierge software, remote communication or joint administration – Siedle Access joins locations with almost total disregard to the distances between them.
Software

The principles of Siedle design also apply to control interfaces – formal and aesthetic quality, functionality, ergonomics and simple operation.

Concierge
They are an essential component of many buildings and are enjoying a renaissance in up-market residential properties – the porter or concierge who offers a wide range of services and security functions. The concierge software from Access is the communication hub for your work. It provides flexible building communication, internal and external camera surveillance, acts as an exchange for internal and external phone and door calls, makes contacts convenient and also executes switching and control functions.

www.siedle.com/access
The Siedle app for the iPhone and iPad combines the strengths of two worlds – with security and reliability defined by Siedle.

Simple operation is exactly what Apple is all about. And the result is perfect mobile access to the door communication system.

In the house, near the house or from anywhere in the world. The Siedle app monitors the threshold of your house. It receives the door call, displays a moving video image, establishes a speech connection and opens the door. But of course it also features integrated security and maximum convenience, such as an image memory.

The iPhone or iPad becomes the indoor station for the door communication system and also the control centre of your house. The Siedle app makes internal connections with other Access users and can also operate the Siedle Access control and automation functions. The variable transfer rate which adjusts to the available bandwidth and connection quality ensures stable connections both via WLAN and also by the wireless network.
Functions

- Audio and video door communication
- Hands-free function
- Secure door release function
- Switch between portrait and landscape format
- Volume can be adjusted during a conversation
- Microphone mute
- Manual door dialling
- Doormatic function on/off
- Switch and control functions
- Internal conversations with Access system users
- Personal address book (Access)
- Image saving function on Access server
- Open image memory, display, copy or delete images
- Send images by email
- Different ring tones
- Homepage with individually compiled functions
- Multilingual (German, English, French, Italian, Dutch, Danish, Swedish, Spanish, Polish and Russian)

System requirements
- Siedle Access
- iOS 5 or iPhone 4S/4, iPad 2

Active door call
Moving image from door camera, speech connection, door release

Dashboard
The main functions at a glance

Contacts
Select internal call

Switch
Switch house functions on and off

Surveillance cameras
Switch between other camera images
Interfaces

Why not pick up a door call on your telephone, mobile or PC? Interfaces create transition points to the telephone system, the PC network or the intelligent home.

TV and video
The bus video demodulator (BVD) processes the video signal from door cameras so that it can even be played on devices at first glance unrelated to building communication – such as television sets. Depending on the type of television set, the door camera image can be shown as a full image or blended with the television programme running as an “image in an image”.

Telecommunication
Whether as a fixed line, cordless or mobile, with the Siedle DoorCom interface the telephone becomes a call station for the door intercom. Nor does this restrict you in your choice of door station, as DoorCom works with all Siedle product series (with the sole exception of the Compact sets).

IP network
The DoorCom IP interface links the door communication system with the main standards in the world of IT: the LAN becomes a transmission route, the PC the call station – with the inclusion of video display, door release, switching functions and status messages.

Intelligent living
Siedle provides intelligently networked buildings with the appropriate building communication systems. A special interface permits the exchange of communication and control signals with the building’s automation and entertainment systems from leading manufacturers. In the process, their visualization and operating displays function as the indoor station for the door and building communication system.
07.

+ Farsightedness

Attachment

Care
Architecture at the threshold Care
Siedle’s development and production activities take place exclusively in Furtwangen in the Black Forest. At the site of our origins, we can be sure of reaching that optimal level of quality that distinguishes a Siedle product. For the same reason, we strive to keep as many as possible of our processing phases under our control. More than 80 per cent of added value is achieved within Siedle’s own premises – this contributes to quality assurance, but is also an expression of responsibility for the location and the people there.

A company like Siedle is not just a direct employer – it also helps to maintain regional economic cycles. We are convinced that industrial production is the only way to secure a modern industrial location in the long term. Education and services are becoming ever more important, but they can never replace manufacturing as the engine of the economy. If there are no customers for services and no labour market for trained people, it will not be possible for these sectors to maintain their high level either. In Furtwangen, young people have an excellent range of educational establishments including an internationally renowned university. This range of educational facilities can only be maintained thanks to the manufacturing companies in the area. This concept also applies to the remainder of the local infrastructure and it is not just applicable to Furtwangen, but to the whole of the country.

We acknowledge our responsibility and we take it seriously. We expect the same from our suppliers and we appeal to our partners in the trade to pay attention to where and how the products they sell are actually manufactured. We do everything in our power to manufacture competitive products in Germany. This has never been easy and is certainly not getting any easier in a globalised economy. However, it is possible if capable employees commit their creativity and their efforts to this objective, rather than thinking about the possible benefits of other locations. This is, in fact, the very concept that supports the “Made in Germany” seal of quality, in that it has always stood for superior quality, which is only possible because of the people who ensure that they manufacture quality products every single day.

We want to highlight this relationship using three example areas in which it is particularly strong, namely in Modern Manufacture, in bespoke production and in the Service Department which ensures that investment in a Siedle system remains profitable for as long as possible. After all, this is just another part of “Made in Germany” quality – the true costs are not just the purchase price and of course it is possible to manufacture things elsewhere cheaper – but that is not everything.

Modern Manufacture
A specific kind of calm prevails in this part of the production hall. If the atmosphere here were to be described in a single word, then “care” would be a good choice.

In Modern Manufacture, work is undertaken with great care. Although this might sound self-evident or old-fashioned, it is actually highly efficient – and unique in the sector. The combination of industrial processing quality and individual craftsmanship makes it possible to achieve a degree of product differentiation without equal. The system created under such extraordinary conditions is called Siedle Steel.

It is the high-end flagship product of our company. “Siedle Steel is our answer to the increasingly expressed wish of architects and developers to have an influence on the design of their communication systems,” says Eberhard Meurer, the head designer who developed Steel. “What is otherwise only possible by means of individually designed solutions by craftsmen, we manage to the degree of precision of an industrial production system.”

Of course, Modern Manufacture also makes use of machinery and automated systems. However, there is no other Siedle product in which the human hand is as much in evidence as in Siedle Steel. The fact is that perfection is not only the result of highly-developed technology. What makes Modern Manufacture stand out is the degree of motivation resulting from an entirely human characteristic: pride in one’s work.

Made in Furtwangen

Photos: Hartmut Nägele
For us, complying with specific customer requirements is like rising to a challenge.

Martin Pietsch is Head of custom production and special mechanical construction. Whatever cannot be implemented using the standard production portfolio, he and his team make possible.

Mr Pietsch, are special constructions always the result of non-standard customer requests?

Usually, yes. Our job is to address those special requirements which exceed the capability of the standard product range. Examples include intercom systems mounted at a height of 2.40 m which can be operated from truck cabs, letterboxes capable of holding double the volume of mail or fitted with an electronic unlocking function. However, the Special Construction Department does not design completely new products. We only operate within the grid framework of the underlying system. The unmistakable face of Siedle always remains.

When does a special customized product become a standardized product?

If there is a frequent demand for a certain type of customized product, we take a closer look at the market potential. A typical example here is the combination frame which can be used to install a new letterbox system from the Vario 611 series onto the concealed housing of the Vario 511 series. We have produced this frame for a long period in the Special Construction Department, and it has now become a series product. We were very pleased about the high demand for it, as we attach a high degree of importance to maintaining and modernizing existing systems. This is part and parcel of sustainable management. Why tear out and exchange existing equipment which can go on being used?

The term "sustainability" has become something of a buzzword recently. What do you understand by it?

For me, sustainability has to do with a long service life and durability, with products for the next generation. The longer something can go on being used, the more sustainable it is. What is the use of even the most eco-friendly product if it only has a life cycle of one year? That is a sign of a throw-away mentality parading under the environmental protection banner. Instead, more importance should be attached to the term "long life". I am not the only one who thinks so; achieving long product cycles is one of Siedle's corporate objectives.

Is there one particular development you are especially proud of?

Yes, there was one particular improvement suggestion which culminated finally in the launch of the Siedle Classic design line. To exchange the widely popular door loudspeaker TL 111, originally all we could offer were specially designed solutions based on the Vario or Steel series. Then a new door station was specifically designed to enable modernization projects. This was how the Siedle Classic line came into being.

Have you received any special requests which struck you as a little quirky, as it were?

Not really. Nonsensical requests generally never make it through as far as to our department. We have a team of competent specialist advisers in the field who head off any such requests before they reach us. But I do recall that one customer wanted a Vario system covered in synthetic leather. It turned out not to be technically feasible, but we did look into it. For us, complying with specific customer requirements is like rising to a challenge.

Retained value and protecting investments

The Service Department is where decades of Siedle know-how are carefully guarded – and where our customers' investment is protected.

Siedle systems certainly are long-lived, but we are not in the business of building pyramids. At some time or another, repairs will be on the cards, spare parts will be needed. It is when this time comes that a manufacturer is put to the real test. Does the customer have to replace the whole system or only the defective part? This can make a huge difference of several thousand euros.

One of the questions we are asked most frequently in the Service Department is how long do you go on repairing Siedle devices? The simplest and almost always most accurate answer is longer than any others. However, in individual cases it is essential to take a closer look. Which product is affected? Are all the required parts still available? For a very large number of products we create the conditions which will allow them to go on being repaired for decades. For others we make available up-to-date replacement devices.

What use are innovations if they are not compatible with existing systems?

This approach is the very best type of sustainability. Even systems which are 30 to 40 years old can generally be repaired. We consider ourselves as safe haven in the storm of today's short-lived communication market. Siedle will always try to help and make available a replacement. Generally we are successful, but not always. Sometimes even the Service Department specialists fail, for example if certain electronic and mechanical components are simply not around anymore today. But what is decisive here is not the individual spare part, but the retained value of the system as a whole. For instance, anyone with a 6+n system from the 1960s will be able to procure up-to-date telephones and door stations for it.

The work and expense involved, the condition of the equipment, the fault pattern and frequency of failure are all decisive criteria for making a decision between repair and replacement.

We do not just carry out repairs, but our service personnel also provide our customers with advice because sometimes it is simply more economical to change over to a new system. Siedle also offers a wealth of possibilities for this. With the use of conversion kits and modern bus technology, existing housings and wiring can often continue to be used.

The provision of parts, capacity and machinery to replace products which have been in use for many years naturally costs money. Yet the expense and effort is worthwhile. If a customer contacts our Service Department, we can save him a great deal of money. Siedle protects its customers' investments. That is yet another reason not just to look at the purchase price, but also at continuously. The true cost may not become apparent for years and our Service Department employs people who have been working for Siedle for more than 30 years. Their experience and knowledge of equipment which has long been obsolete is invaluable.
With his whole heart

Text: Peter Strobel
Photos: Tillmann Franzen

Horst Siedle
Managing Director since 1970
Horst Siedle sees himself as an entrepreneur and a liberal. Baden-Württemberg’s Minister of the Economy dubbed him “a shining example of the civic society”. What turns the former into the latter is the commitment to a higher purpose: responsibility.

“I am a citizen of the world, a European and a German – but in my heart I belong to Furtwangen.” This was Horst Siedle’s response to the question of where it was he felt at home. And when one journalist wanted to know what characterized the ideal employee, this was the answer he got: “He is not part of the company not only with his head, but with his heart as well.” There is no better way of describing the entrepreneur, community politician, sponsor, donor and art collector that is Horst Siedle. Everything he takes on undertakes with commitment, passion and conviction – with his whole heart. This is the only explanation for his company producing exclusively in Furtwangen, in the heart of the Black Forest. And this is why in Horst Siedle we have an entrepreneur making every last effort for the land of his birth.

A Furtwanger at heart

As in the story of the logistics centre commissioned in 1994, even before planning started, the head of the company stipulated that the only location to be considered would be Furtwangen. Many thought him mad, even within his own company: a logistics centre miles from the motorway, railway connection and airport! Siedle stuck by his decision and this is how not only were 50 new jobs created, but the employment and added value arising out of the construction work also remained in Furtwangen. Horst Siedle understands loyalty to a location as part of the responsibility incumbent on every company. For this convinced medium-sized operator, whether an entrepreneur is managing well is not just any reason, of course, but in Furtwangen. The Siedles are giving thought to a suitable museum building, an appropriate concept and how this will be linked in with the company. One can look forward with some anticipation to the end result when Horst Siedle devotes himself even more fervently to his beloved art. However, one thing is sure: it will be undertaken with passion and commitment – with his whole heart.

The history of this family-run business can be traced back over seven generations and more than 260 years.

A great legacy, a proud report

The history of this family-run business can be traced back over seven generations and more than 260 years, as far as the family-run business can be traced back. Peter Strobel, see page 15.

Horst Siedle is the market leader in Germany and in some parts of Europe, with around 5 times as many employees – and 100 times the turnover.

Donor and collector

Since his serious illness, Horst Siedle has been passing the management of the business increasingly over to his wife, Gabriele. His life’s work is secured by a corporate policy which maintains his values and convictions. The arrangements have also been made for the company’s long-term succession – so is this the right time to relax into a peaceful evening of his life? Anyone who thinks so does not know Horst Siedle. He withdrew from community politics at the age of 71, however, he still continues to support numerous local associations and organizations. It was for this specific reason that on the occasion of his 60th birthday he set up the charitable Horst Siedle Foundation.

Today there is one old passion that occupies him more than any other: the love of art. Over many years he has built up an impressive collection of important works of classic modernism and German expressionism. A large proportion of this is on permanent loan to exhibitions all around the world, as this passionate collector is firmly of the opinion that outstanding works must be made accessible to the public. To ensure that this remains the case, he and his wife have set up the Horst and Gabriele Siedle Art Foundation. The collection will eventually pass over to the Foundation, along with the remit of ensuring its public display. And not just anywhere, of course, but in Furtwangen. The Siedles are giving thought to a suitable museum building, an appropriate concept and how this will be linked in with the company. One can look forward with some anticipation to the end result when Horst Siedle devotes himself even more fervently to his beloved art. However, one thing is sure: it will be undertaken with passion and commitment – with his whole heart.

Siedle is the market leader in Germany and in some parts of Europe, with around 5 times as many employees – and 100 times the turnover.
You can experience the entire range of Siedle System functions and designs in our display centres or at Siedle Studio partners. Addresses and contact details can be found at www.siedle.com/contact.

Apple, iPad and iPhone are trademarks of Apple Inc., registered in the U.S. and other countries. App Store is a service mark of Apple Inc.

01. Courage
Abstract steps symbolize stepping out into a new world.

02. Consequence
A logical grid providing the basis for enormous design freedom.

03. Authenticity
Consciousness reflected in being. The intentions and reality of Siedle systems converge.

04. Precision
Circular-type forms place the focus on the important things – a passion for detail.

05. Perfection
If you cannot omit anything else, you have achieved perfection – here in the form of the perfect line.

06. Innovation
A complex pattern represents the increasing, omnipresent networking of the world.

07. Care
Round, interwoven structures are an expression of our attachment to Furtwangen and its people.

Front and back cover
A complex web visualises ubiquitous global networking – the overarching principle governing our Siedle Access IP system.