PRESS RELEASE

Outstanding Digital Efficiency

NEXAIRA optimizes industrial and data center infrastructures and significantly reduces energy and operating costs

Mulfingen/Dortmund, March 30, 2026 - Digital efficiency is increasingly becoming a decisive factor for competitiveness, security of supply, and the successful transformation of the energy system. The widespread recognition of ebm-papst's NEXAIRA digital ecosystem demonstrates that this approach is not only technologically compelling but also economically relevant.

The AI-powered system is currently featured on two prestigious shortlists: for the German Innovation Award (sponsored by WirtschaftsWoche, among others) and for the AI Impact Award from manager magazin in cooperation with Porsche Consulting. Both awards recognize market-ready innovations that combine technological performance with demonstrable economic impact and successfully translate artificial intelligence into industrial practice.

In addition, NEXAIRA has already received multiple awards - including the Baden-Württemberg Environmental Technology Award, the "Schwarzer Löwe" Business Award, and a finalist nomination for the German Sustainability Award. The solution is also gaining international attention, most recently as the winner in the "Smart Product" category at the ACREX Awards of Excellence 2026 at Southeast Asia's largest HVAC trade fair in Mumbai, India. The recurring recognition from juries representing business, science, and the media follows a common pattern: digital efficiency is rewarded where it measurably saves energy, reduces costs, and increases operational safety.

"Energy and industrial policy need solutions that take effect immediately - not in ten years' time. Digital efficiency is a key lever in this regard. With NEXAIRA, we demonstrate how existing and new infrastructure can be used intelligently to save energy, relieve strain on grids, and strengthen competitiveness."
Dr. Klaus Geißdörfer, CEO of the ebm-papst Group

Why NEXAIRA is compelling - economically and in terms of energy policy

From an industrial and energy policy perspective, NEXAIRA addresses a key bottleneck in the transformation: rising electricity demand collides with limited grid infrastructure, high investment costs, and tight timelines. In addition to expansion and new construction, another lever is therefore coming into focus - digital efficiency across the entire lifecycle of buildings, industrial facilities, and data centers.

With NEXAIRA, ebm-papst, the world's leading manufacturer of fans, demonstrates how energy consumption in existing and new facilities can be reduced immediately and measurably during operation through digitalization and artificial intelligence. The solution is already in use by customers

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worldwide and combines energy-efficient hardware with AI-based system intelligence.

The focus is on optimizing ventilation and cooling systems as an integrated whole. The platform analyzes operational data in real time, visualizes potential savings, and dynamically adjusts control parameters. With the help of digital twins, not only fans but also pumps, heat exchangers, recoolers, and chillers can be optimally coordinated. Depending on the initial situation, energy savings of up to 50 percent are possible.

The effect extends beyond individual systems: Declining energy demand relieves strain on grids, reduces peak loads, and lowers costs. At the same time, the supply security of critical infrastructure increases - a decisive factor for industry, the real estate sector, and data centers.

Case Study: Hannover Messe - Award Meets Reality

A project on the grounds of Deutsche Messe AG demonstrates how digital efficiency can be achieved concretely and in the short term. In the run-up to the 2026 Hannover Messe, central HVAC systems were modernized in terms of energy efficiency and digitalization and connected to the NEXAIRA platform. Existing belt-driven AC fans were replaced with highly efficient EC fans and digitally networked. This first step alone significantly reduced electricity consumption and leads to annual savings of around 100 megawatt-hours and over 20,000 euros in operating costs. Since individual systems operate 24/7 year-round, efficiency gains have an immediate and lasting economic impact.
The project exemplifies the approach that the awards also recognize digital intelligence instead of structural interventions - effective in existing buildings as well as in new construction and economically relevant.

NEXAIRA thus exemplifies how digital efficiency can deliver economic benefits in the short term while simultaneously making a structural contribution to relieving the burden on energy systems and infrastructure. For industry, the real estate sector, and data centers, digitalization is thus evolving from a promise of innovation into a concrete competitive factor.

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Captions (Source: Lukas Zwiessele für ebm-papst):

Picture 1 and 2: Upgrade of the existing legacy system on the Deutsche Messe AG campus: As part of the Hannover Messe project, the old belt-driven AC fans were dismantled and replaced with highly efficient, digitally networked EC fans - a key step toward energy-efficient modernization and integration with the NEXAIRA platform.

Image 3: The modernized system is now digitally controlled and energy-optimized via the NEXAIRA platform - settings can be monitored and adjusted in real time via tablet.

Image 4: The modernized system at the exhibition grounds: New, highly efficient EC fans, together with the NEXAIRA platform, ensure energy-optimized system operation.

About NEXAIRA
NEXAIRA is ebm-papst's AI-powered digital ecosystem for optimizing ventilation and cooling systems in buildings, industrial facilities, and data centers. The platform analyzes operational data in real time, visualizes potential savings, and adaptively controls entire systems and cooling circuits via digital twins. NEXAIRA is in use worldwide and helps operators significantly reduce energy consumption, costs, and CO_2 emissions—during ongoing operations.

About ebm-papst Group
The ebm-papst Group, a family-run company headquartered in Mulfingen, Germany is the world's leading manufacturer of fans and motors. Since it was founded in 1963, the technological leader has set international industry standards with its core competencies in motor technology, electronics, digitalization, and aerodynamics.

ebm-papst offers sustainable, intelligent, and tailor-made solutions for virtually every requirement in ventilation and heating technology. ebm-papst sets the benchmark in almost all sectors, such as ventilation, air conditioning and refrigeration technology, heating technology, information technology, mechanical engineering and medical technology.
In the 2024/25 financial year, the Group generated a turnover of EUR 2.1 billion. It employs just nearly 13,500 people at 25 production sites including in Germany, China, and the US, as well as around 50 sales offices worldwide.

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