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Press Release

bauma 2019

bauma Open Innovation starts a new challenge

- **Challenge to improve fault-prone sensors in locking systems**
- **Invitation to submit innovative solutions by September 17**

bauma
PR Team
Tel. +49 89 949-21487
press@bauma.de

A new bauma Open Innovation project tests the innovative spirit and ideas of the “solver community”. The challenge in this instance is to come up with a sensor for locking systems, these sensors being very susceptible to faults due to environmental influences. The solutions and the results are processed anonymously by the experts and forwarded directly to the publisher of the challenge. To take part in the project, registration is required, at: www.openinnovation.bauma.de.

This is what the challenge is all about

This latest challenge, commissioned as part of the bauma Open Innovation initiative, has a wide range of requirements: A leading German manufacturer of access systems wants to improve an access solution that has already been developed and is in use. The innovative solution they are looking for should offer greater user-comfort and be significantly more robust than the existing system. The main goal is to make the technology more resistant to environmental influences and thereby deliver an improved user experience.

What's behind Open Innovation?

bauma Open Innovation offers a platform for companies wishing to tap into a global and interdisciplinary network of experts in order to find innovative solutions. The advantage of Open Innovation is that it offers a way for companies to significantly reduce development times and costs. The products become better, the risk of innovation flops is lower. The process is particularly well suited for technological questions that cannot be resolved fully using the companies' own resources. The American innovations pioneer, InnoCentive, supports the Open

Messe München GmbH
Messegelände
81823 München
Germany
messe-muenchen.de



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Innovation initiative of Messe München. For the highly complex questions regarding innovations in the construction machinery sector in particular, the challenge gives companies access to a broad spectrum of expertise.

Further information on bauma Open Innovation:

<https://openinnovation.bauma.de>

About bauma

bauma is the world's leading sector event for construction machinery, building material machines, mining machines, construction vehicles and construction equipment. With a total exhibition space of 605,000 square meters, bauma is also the largest trade show in the world. In 2016 bauma broke again all previous records, attracting a total of 3,425 exhibitors from 57 countries, and 583,736 visitors from around 200 countries. bauma takes place every three years in Munich; the dates for the next edition are April 8 to 14, 2019.

Construction machinery trade shows of Messe München

Organizing trade shows for the international construction machinery sector is a core competence of Messe München. Its portfolio includes not only the world's leading trade show, bauma in Munich, and the brand event bauma CHINA in Shanghai – it also cooperates with the Association of Equipment Manufacturers (AEM) in the organization of bauma CONEXPO INDIA in Gurgaon/Delhi and bauma CONEXPO AFRICA in Johannesburg. In December 2015, Messe München expanded its portfolio by purchasing CTT which is named now bauma CTT RUSSIA. Further in March 2017, the trade fair organizer increased the bauma network again by gaining the license of the second largest trade fair in South America, M&T Expo BRAZIL, as well as the licenses of the Brazilian shows M&T P&S and Construction Expo.

Messe München

Messe München is one of the leading exhibition organizers worldwide with more than 50 of its own trade shows for capital goods, consumer goods and new technologies. Every year, a total of over 50,000 exhibitors and around three million visitors take part in more than 200 events at the exhibition center in Munich, at the ICM – Internationales Congress Center München and the MOC Veranstaltungszentrum München as well as abroad. Together with its subsidiary companies, Messe München organizes trade shows in China, India, Brazil, Russia, Turkey, South Africa, Nigeria, Vietnam and Iran. With a network of associated companies in Europe, Asia, Africa and South America as well as around 70 representations abroad for over 100 countries, Messe München has a global presence.