

Munich, May 30, 2018

Press Release

automatica 2018: Supporting program

Special shows, lectures and technology you can touch

Ivanka Stefanova-Achter
PR Manager
Tel. + 498994921488
Ivanka.Stefanova-Achter@messe-muenchen.de

The attraction of [automatica](#), which will be held from June 19 to 22, 2018, is not just the world's biggest offering of automation components, systems and solutions. The supporting program comprising forums, conferences, special shows and practical demonstrations sheds light on all facets of automation.

Among the top themes are: digital transformation in manufacturing, human-robot collaboration, Work 4.0, service robotics, cloud and big data applications, predictive maintenance and investments in robotics and automation.

IT2Industry: Exhibition and lecture program

[IT2Industry](#) is automatica's integrated topic area, addressing the interface between automation and IT. More than 50 exhibitors both from the classical IT fields and specialist providers from the industry are showcasing themselves in a combination of lecture program and exhibition.

The focus, inter alia, is on ERP and MES software solutions for optimizing production and logistics processes, modular software solutions for predictive maintenance, cloud and big data

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

Press Release | May 30, 2018 | 2/2

applications for manufacturing industry, and fall back options for the smooth operation of networked industrial facilities. In addition, the [IT2Industry Forum](#) offers exhibitor lectures, keynotes and stimulating discussion sessions on discussion sessions covering every aspect of Industry 4.0, IoT and Artificial Intelligence. **Venue: Hall B4, stand 216**

A particular exhibition highlight in the IT2Industry arena is the show put on by the [OPC Foundation](#). Together with its partners, the provider of the widespread OPC Unified Architecture standard (OPC UA) is demonstrating the latest solutions for manufacturer-agnostic communication in automation technology. June 22 at automatica 2018 marks the second OPC Day Europe conference.

Smart Maintenance Pavilion

The networking of plant, products and processes is growing inexorably, and maintenance requirements with it. Because one thing is certain: The optimal availability of automated production systems depends on smart maintenance. Which is why the [Smart Maintenance Pavilion](#) is not just an important platform for dialog between maintenance experts. A compact amalgam of information, practical examples and personal reports will provide a valuable input to decision-making. **Hall B4, stand 222**

Press Release | May 30, 2018 | 3/3

Professional service robotics

It will soon be impossible to conceive of our everyday life without service robots. automatica supports this trend in the [professional service robotics](#) exhibition area. On view are market-ready products such as components, systems and technologies.

Robots are to be seen live in action in the Service Robotics Show in the adjoining [Demo park](#). Mobile robots are joined by conventional, static industrial solutions as examples of functioning human-robot interaction. **Hall B4, stand 421**

automatica forum

The [automatica forum's](#) specialist lectures shed light on current topics spanning every facet of digitalization, Artificial Intelligence, human-robot collaboration and Work 4.0. The experts' expositions are application-oriented and provide interesting insights into the production processes of well-known industrial companies. **Every day from June 19 to 22, 2018**

Venue: Hall A5, stand 135

Special show: Humans in the Smart Factory

The central role played by humans in the digital factory is illustrated by the [VDMA Robotics + Automation Association special show](#). This is where visitors can experience the future of hu-

Press Release | May 30, 2018 | 4/4

man-machine interaction, how they communicate with one another and how ergonomic and versatile the workplace of the future will be. **Venue: Hall B4, stand 338**

Industry 4.0 Demonstrators

Two showcases transform the catchword Industry 4.0 into experiential reality. What the VDMA (German Engineering Federation) Robotics + Automation Association is presenting with the [OPC UA Demonstrator](#) is a future-proof approach to standardized, manufacturer-agnostic information exchange. The objective is to make the potential of OPC UA both tangible and comprehensible. Two use cases are presented at the OPC UA demonstration area.

Use Case – Control: The demonstration involves a machine assembling fidget spinners – an everyday object comprising several individual components – live in situ. More than 20 component manufacturers, system integrators and software specialists are involved in this use case, combining not just a rotary indexing table, shafts and grippers but imaging processing systems and robots as well.

Use Case – Condition monitoring: Several robot manufacturers demonstrate how condition monitoring can be achieved on

Press Release | May 30, 2018 | 5/5

a cloud basis irrespective of the type of manufacturing and robot. The visitor gets to see the relevant condition data on a dashboard in real-time.

Venue: **Hall B4, stand 332**

The “[smart4i Next Generation Demonstrator](#)” initiated and promoted by the VDMA’s Food Processing and Packaging Machinery Association (VDMA NuV) also affords the opportunity to find out more about tomorrow’s manufacturing in an interactive way. There is also the opportunity to custom configure a small model car by means of a cloud landing page. Both the car body and add-ons can be configured. The customized vehicle is then manufactured live at the exhibition by integrating both real and virtual production stations.

Venue: **Hall B4, stand 218**

Special show “Platforms and ecosystems”

Digitalization creates completely new business models. These are based on platforms and ecosystems, i.e. innovation partnerships between companies jointly promoting new developments in order to consolidate and develop their competitive advantage. automatica employs a [special show featuring lectures and a presentation area](#) to highlight possible scenarios. Models and prototypes are used to explain how the technical and business potential of the IoT can be achieved for real in companies. Venue: **Hall B4, stand 300**

Press Release | May 30, 2018 | 6/6

Start-up Arena

Innovative thinking does business: The automatica [start-up arena](#) by Mobile World Capital Barcelona (MWCB) is where approximately 30 newcomers from the robotics and automation field encounter expertise in implementing innovative concepts, investors find exciting participation opportunities and industry representatives meet promising candidates for technical partnerships. The objective: to develop ideas to the point of readiness for market and to break new ground on the automation and Industry 4.0 fronts. Elevator pitches daily from 11:00 to 12:00 from June 19 to 21 will reveal who has the greatest potential. The winner from among the top 5 start-ups will be identified live in situ at 15:00 on June 21. **Venue: Hall B4, stand 328**

Insights for the financial world: the investors' day

Robotics and automation are among the big growth sectors with attractive investment opportunities. The EUnited Robotics investors' day "[Finance Meets Robotics and Automation](#)" is aimed at financial analysts, equity participation companies, asset managers, banks, investors, business start-ups and individual investors who would like to get more deeply involved in the market and gain in-depth knowledge of markets, technologies and innovations. **Date June 20, 2018; Venue: Hall B4, stand 328. [Pre-registration](#) required.**

Press Release | May 30, 2018 | 7/7

automatica Makeathon

From idea to implementation in 30 hours: The [automatica Makeathon](#) – in collaboration with ITQ and Conrad Electronic – is aimed at young professionals and students from the software engineering, mechatronics and mechanics disciplines. Around 120 participants working in collaborative teams develop software and hardware prototypes in the robotics, Internet of Things and automation fields **Date June 21 to 22, 2018;**
Venue: Hall B4, stand 232

Recruitment Game: Escape Truck

The escape game “The Traveller” is about team spirit, skill and creativity. The aim of automatica’s recruitment format, offered in collaboration with young targets, is to appeal to young talent in a creative and dynamic way, introduce them to what jobs in the robotics and automation field require, and to inspire young people from the IT sector to apply. Preregistration for the games sessions is possible online or in situ. Further information and registration: <https://www.eventbrite.de/e/automatica-escape-truck-tickets-46098681397>

Date: daily; Venue: Hall B4, stand 226

International Symposium on Robotics (ISR)

The program of the 50th holding of the world-leading “[International Symposium on Robotics](#)” under the auspices of the IFR (International Federation of Robotics) boasts more than 100

Press Release | May 30, 2018 | 8/8

presentations on the very latest robotics technologies and topics. The symposium, which is subject to a charge, will be held on **June 20 and 21, 2018 in the East Entrance press center.**

Awards ceremonies at automatica 2018

As a platform for innovations and trends automatica is the ideal setting for international industry awards ceremonies. This year there are four technology prizes awaiting formal presentation: Joseph F. Engelberger Award and IERA Award (both during the ISR gala dinner), FANUC Award (June 20, 2018, Hall B6, stand 330) and the MM Machinery Market Award (June 19, 2018, automatica forum Hall A5, stand 135).

AUTOMOTIVE PRODUCTION Congress

For the first time, automatica will be hosting the [AUTOMOTIVE PRODUCTION Congress](#) in collaboration with the trade journal AUTOMOBIL PRODUKTION. The congress is aimed at production, supply chain, logistics and IT managers. In their lectures industry insiders shed light on the impact of digitalization and Artificial Intelligence on vehicle production. Day 1 of the congress (June 18, 2018) is about “Benefits and potential of future production”, day 2 of the Congress (June 19, 2018) is about “Agile and adaptive production”. **The Congress commences one day before the exhibition begins and is subject to a charge.**

Press Release | May 30, 2018 | 9/9

[automatica Trend Index 2018](#)

[Video: Humans and Machines - Together for a Promising Future](#)

[automatica Press Releases and Photos](#)

[automatica Photos and Logos](#)

Press Release | May 30, 2018 | 10/10

About automatica

[automatica](#) is an international trade fair for robotics and automation and the central meeting point for manufacturers and users of integrated assembly solutions, robotics, industrial machine vision and professional service robotics. With the Trend-setting topics digital transformation in manufacturing, human-robot collaboration and service robotics, automatica makes an important contribution to designing Work 4.0 at places where people bear more responsibility than ever before. At the last event in 2016, a total of 833 exhibitors from 47 countries presented their products and solutions; 43.052 visitors from more than 100 countries came to the Munich trade fair. Messe München GmbH and VDMA Robotics + Automation, conceptual sponsor of the trade fair, are behind the industry-driven concept of automatica. automatica takes place every two years. The next fair will be in Munich on June 19 to 22, 2018.

The smarter E Europe

Parallel to automatica [The smarter E Europe](#) will bring together the Intersolar and ees Europe exhibitions along with two new energy exhibitions, Power2Drive Europe and EM-Power. As the innovation hub for empowering new energy solutions, The smarter E Europe presents cross-sector energy solutions of the future.

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.

Contact for the press:

automatica

Ivanka Stefanova-Achter – PR Manager, Messe München
Tel. (+49 89) 949 - 21488
Email: ivanka.stefanova-achter@messe-muenchen.de

VDMA Robotics + Automation

Patrick Schwarzkopf, Managing Director VDMA Robotics + Automation
Tel. (+49 69) 6603 - 1590
Email: patrick.schwarzkopf@vdma.org; <http://rua.vdma.org/>