

Munich, July 5, 2017

Press Release

LASER World of PHOTONICS 2017

Barbara Kals
PR Manager
Tel. +49 89 949-21473
Barbara.Kals@
messe-muenchen.de

Make Light MAKEATHON brings photonics to life

On June 27 and 28, the world’s leading trade fair LASER World of PHOTONICS hosted the first Make Light MAKEATHON. 78 students and young engineers from five countries took part in the event. The talented youngsters developed a product from idea to prototype within 24 hours in the midst of the trade fair action.

Messe München had already been the venue of Europe’s first Makeathon at the AUTOMATICA Robotics trade fair a year ago. As the summit meeting of the photonics industry, LASER World of PHOTONICS at the Munich trade fair site was now the ideal platform for providing access to optical technologies to talented youngsters. The Make Light MAKEATHON saw 3-D printers, laser cutters and programming boards being used to create a product from the optical technologies, robotics or automation arenas.

Many intrigued trade fair visitors made their way to the unveiling of the results. The eleven Makeathon teams had two and a half minutes to explain their projects. This was followed by questions from the jury of experts, including representatives of Mitsubishi, TRUMPF and Fraunhofer. The jury’s task was to provide the participants with feedback from an industrial and scientific perspective; prototype prizes were deliberately not awarded in a specific sequence – the community mindset took precedence over the competitive mindset. The competition produced enthralling prototypes such as a “human ping-pong”. This involved developing a “playing area” that works with a combination of OHP and LED systems as the lines. The “smog dog” went down

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

Press Release | July 5, 2017 | 2/2

equally well with the public and jury: the device, similar to a robotic lawnmower, uses optical sensors to detect and home in on air pollution or the smell of burning.

The prototypes developed by the students and young engineers testified to their capacity for innovation. The key photonics sector offers an optimal framework within which to communicate knowledge and enthusiasm for technology.

The Make Light MAKEATHON was staged in collaboration with the Make Light Initiative of the German Federal Ministry of Education and Research. ITQ and Conrad Electronic were the event organizers and partners.

Start-Up World as a showcase for young entrepreneurs

Just a few short meters from the Makeathon in Hall B3, young entrepreneurs from both Germany and abroad had the opportunity to present their new developments at Start-Up World. Following a successful premiere at LASER World of PHOTONICS 2015, many start-ups again availed themselves of the opportunity to present their products live to the LASER World of PHOTONICS public.

With its extensive support and matchmaking program, Start-Up World provided exhibitors, visitors and the press with an innovation marketplace extending well beyond the trade fair stand alone.

Start-Up World's partner was Anwendungszentrum Oberpfaffenhofen GmbH.

You can view the Make Light MAKEATHON **video** here: <http://videos.messe-muenchen.de/en/channel/LASER%20WORLD%20OF%20PHOTONICS>

You will find **image material** in the media database in the Make Light MAKEATHON category: http://media.messe-muenchen.de/Laser/index_e.aspx#1499159528495_2

Press Release | July 5, 2017 | 3/3

LASER World of PHOTONICS

The LASER World of PHOTONICS is the world's leading trade fair of the laser and photonics industry. World of Photonics Congress, Europe's largest photonics congress, will be taking place in parallel with the trade fair. The program comprises five scientific conferences of leading global organizations. Supplementing this Messe München will be offering practical lectures on the applications of photonics ("Application Panels"). The combination of trade fair and congress brings together research and application, thereby promoting the use and continued development of optical technologies. In 2017 the trade fair set an exhibitor record with 1,293 exhibitors from 42 countries. More than 32,000 trade visitors from 90 countries entered the Messe München site.

In 2017 the World of Photonics Congress registered about 3,500 participants with an offering about 3,000 lectures and presentations including poster presentations.

The LASER World of PHOTONICS has been organized every two years by Messe München since 1973; the next event will take place in Munich from June 24-27, 2019, the next World of Photonics Congress will take place in parallel from June 23-27, 2019 in the ICM - International Congress Center Munich. www.world-of-photonics.com/index-2.html

Messe München

Messe München is one of the world's leading trade-show companies. It organizes some 40 trade shows for capital and consumer goods and key high-tech industries in Munich and abroad. Each year more than 30,000 exhibitors and some two million visitors take part in events held at the Messe München trade-fair center, the ICM – Internationales Congress Center München and the MOC Veranstaltungszentrum München. In addition, Messe München organizes trade shows in China, India, Turkey, South Africa and Russia. Messe München has a global business presence with affiliates in Europe, Asia and Africa and more than 60 foreign representatives serving more than 100 countries.

Press Contact:

Barbara Kals
PR Manager – Messe München GmbH
Phone: +49 89 949 21473
E-mail: barbara.kals@messe-muenchen.de
www.messe-muenchen.de