

# Press invitation to the event Robotics Innovation Challenge: The individual's needs comes first!

**Robotdalen is a Swedish robotics cluster enabling commercial success of new ideas and research within robotics and automation. We believe all new robot solutions should spring from the needs and demands of the individual and provide improved quality of life, increased security or saving jobs within the manufacturing industry. On April 25, we'll discuss robot solutions of tomorrow and showcase innovative new products for both the health care sector and industry. Welcome to the event Robotics Innovation Challenge in Eskilstuna, Sweden on April 25!**

From the U.S., robot analyst Dan Kara and product storyteller Erin Rapacki will participate as keynote speakers and from France comes Renaud Champion from ROBOLUTION Capital, Europe's first investment fund for service robotics. Journalists will have the opportunity to pre-book short, individual interviews with our keynote speakers during the afternoon of 25 April, see additional information below.

We will kick the day off with our keynote speakers, an innovation catwalk with new robot solutions, a prize ceremony for the Robotdalen Innovation Award and a trend spotting with compere Magnus Lindkvist. The afternoon includes Speaker's corners for the healthcare sector as well as manufacturing industry. A newly opened Robot Application Center will feature several companies exhibiting their products and interesting meetings await robot manufacturers, system integrators and the industry participating in the matchmaking Productivity Connect, organized in cooperation with the fair Elmia Automation, Enterprise Europe Network and the Swedish Automation Group. Visitors with robot ideas can seek out the Innovation corner on how Robotdalen can support their journey from idea to commercialized product.

The event Robotics Innovation Challenge (RIC) takes place Thursday, April 25, at 8:30 to 16:00 at the venue Lokomotivet, Verkstadsgatan 8 in Eskilstuna, Sweden. Program, list of exhibitors and more information is available on [www.robotdalen.se/RIC](http://www.robotdalen.se/RIC)

For further information about the event please contact Michael Rydell, Project Manager, telephone +46 (0)16 14 17 00, e-mail [michael.rydell@robotdalen.se](mailto:michael.rydell@robotdalen.se)

## Practical information for journalists:

- For pre-booking of interviews with our keynote speakers please contact Jessica Karlsson, Communications Manager by e-mail [jessica.karlsson@robotdalen.se](mailto:jessica.karlsson@robotdalen.se). Please note that there are a limited number of time slots for the pre-booked, private interviews.
- If you plan to attend the entire day please contact Jessica Karlsson no later than April 17. We would be grateful if you also announce participation during parts of the day to Jessica Karlsson so we can take care of you in the best way.
- Robotdalen will have a photographer on site and there is the opportunity to access photos from the event for those who wish to do so. Please contact Jessica Karlsson regarding this as well.

Robotdalen

Jessica Karlsson  
Communications Manager Robotdalen

Phone: +46 (0)73 670 76 30  
E-mail: [jessica.karlsson@robotdalen.se](mailto:jessica.karlsson@robotdalen.se)

Please visit [www.robotdalen.se](http://www.robotdalen.se) for more information.  
Follow us on twitter: <http://twitter.com/robotdalen>, for the event #robotRIC2013

Robotdalen is a Swedish robotics initiative with the mission to enable commercial success of new ideas and research within robotics & automation. Robotdalen is financed by VINNOVA (the Swedish Innovation Agency), the European Regional Development Fund and a number of public institutions, universities and companies in Central Sweden. Please visit [www.robotdalen.se/en](http://www.robotdalen.se/en) for further information.