

**International Federation of Robotics (IFR)  
Institute of Electrical and Electronics Engineers (IEEE)**

**IEEE-IFR Joint Forum on Innovation and Entrepreneurship  
in Robotics and Automation 2008  
(IERA 2008)**

**Wednesday, June 11, 2008**

**International Congress Center Munich, Germany  
Room 1**

**<http://www.ieee-ras.org/industrial/iera.php>**

### **Motivation and Scope**

Innovators who explore original, value-creating ideas and entrepreneurs who propel these ideas into world-class products and services are key to the continuing success of robotics and automation today. Active infusion of innovation and entrepreneurship into technological advancement is regarded critical at this juncture to strengthen a healthy balance between research and practice as well as a healthy growth of industrial and commercial sectors in robotics and automation.

In a joint forum the International Federation of Robotics and the IEEE Robotics and Automation Society will therefore recognize and honor outstanding achievements of entrepreneurs in the commercialization of innovative robotic and automation technology and give an outlook on the future of robotics and automation. This IEEE-IFR Joint Forum on Innovation and Entrepreneurship in Robotics and Automation is being held in conjunction with the conference “Robotik 2008”, the largest bi-annual robotics conference in Germany ([www.robotik2008.de](http://www.robotik2008.de), June 11-12, 2008), and the Automatica International Trade Fair for Automation ([www.automatica-muenchen.de](http://www.automatica-muenchen.de), June 10-13, 2008).

The first part of the forum is the “Innovation and Entrepreneurship Workshop on Technology Transfer”. With two talks from highly distinguished speakers the importance of close collaboration between academia and industry and the future of personal robotics will be presented and discussed.

In the second part of the forum outstanding entrepreneurs will present in a series of plenary lectures their story of the genesis of a successful innovative product in robotics and automation from its very inception to the final state of commercialization. The ultimate winner will be chosen by an awards committee, consisting of distinguished individuals from industry and academia. A prestigious plaque will be awarded to each finalist, and significant prize money will be awarded.

**Program for the IEEE-IFR Joint Forum on  
Innovation and Entrepreneurship in Robotics & Automation**

<b>12:45</b>	<b>Registration and lunch buffet</b>
<b>13:30</b>	<b>Welcome and Introduction</b> by IERA'08 Forum General Chairs Mr. Stefan Mueller, IFR President, and Dr. Alex Zelinsky, VP IEEE Industrial Activities
<b>13:45</b>	<b>Innovation and Entrepreneurship Workshop on Technology Transfer: From Inventions to Successful Products</b>
13:45	<b>The importance of close collaboration between academia and industry – Successful examples from recent years and future challenges.</b> <i>Dr. Bruno Siciliano, IEEE-RAS President, Professor of Control and Robotics PRISMA Lab, Dipartimento di Informatica e Sistemistica, Università di Napoli Federico II</i>
14:15	<b>The Future of Personal Robotics.</b> <i>Dr.ir. A.J.N. (Albert) van Breemen, Technology &amp; Innovation Consultant, founder of www.PersonalRobotics.nl</i>
<b>14:45</b>	<b>IEEE/IFR Invention &amp; Entrepreneurship Award Plenary Lectures</b> (5 finalists will give lectures about their break-through innovations and business cases)
14:45	<b>The Kiva Mobile Fulfillment System.</b> <i>Peter Wurman (Eng. Fellow, Kiva Systems, Woburn, USA), Mick Mountz (CEO, Kiva Systems), Raffaello D'Andrea (Professor, ETH Zurich; Eng. Fellow, Kiva Systems)</i>
15:05	<b>MINEGEM™ – an autonomous underground loader.</b> <i>Elliot Duff (Senior Research Scientist, CSIRO ICT Centre, Kenmore, QLD, Australia)</i>
15:25	Coffee Break
15:45	<b>Scape Bin-Picker.</b> <i>Rune Klausen Larsen (CEO, Scape Technologies A/S, Odense C, Denmark), Ivar Balslev (Development manager, Scape Technologies A/S, Odense C, Denmark)</i>
16:05	<b>Assembly 21: innovative system and assembly concept for rear axle assembly for the new C-Class with cooperating robot teams.</b> <i>Dr. Michael Zürn (Head of Forming, Joining and Assembly Technology, Mercedes-Benz Cars, Stuttgart, Germany), Thomas Brandstetter (Head of Power Train Production Planning Center), Dr. Dieter Steegmüller (Head of Production and Materials Application Technology)</i>
16:25	<b>The Adept Quattro s650 Robot.</b> <i>Joachim Melis (Vice President, Worldwide Sales, Adept Technology, Inc.), Matt Bjork (Quattro Program Manager, Adept Technology Inc., Livermore, CA, USA)</i>
<b>16:45</b>	<b>Panel / Final questions &amp; answers and wrap up of the IERA 2008 Forum</b> Stefan Mueller and Alex Zelinsky
<b>17:15</b>	<b>IERA participants may join the Poster Session of Robotik 2008.</b> Awards Committee convenes and decides about the IERA 2008 winner.
<b>18:00</b>	<b>Dinner together with Robotik 2008 conference participants including</b> - IERA 2008 Award Ceremony - Robotik 2008 Invited Dinner Talk: Prof. Tianmiao Wang, Robotics Institute, Beihang University, Beijing, China
<b>21:00</b>	<b>End of Dinner</b>

*NOTES:* The IERA'08 Award will be handed over at the Robotik 2008 Conference Dinner. Participation is free of charge for the speaker of the finalists.

## Registration

Registration for the IERA'08 forum will be provided by VDI Wissensforum GmbH. Participation to the forum is free of charge, but please register with:

Ms. Helga Rosenzweig  
 Phone: +49 (0) 211 62 14 - 215  
 E-Mail: rosenzweig@vdi.de

On-site registration is available as well, but for a better planning of the event we would like to ask you to register in advance.

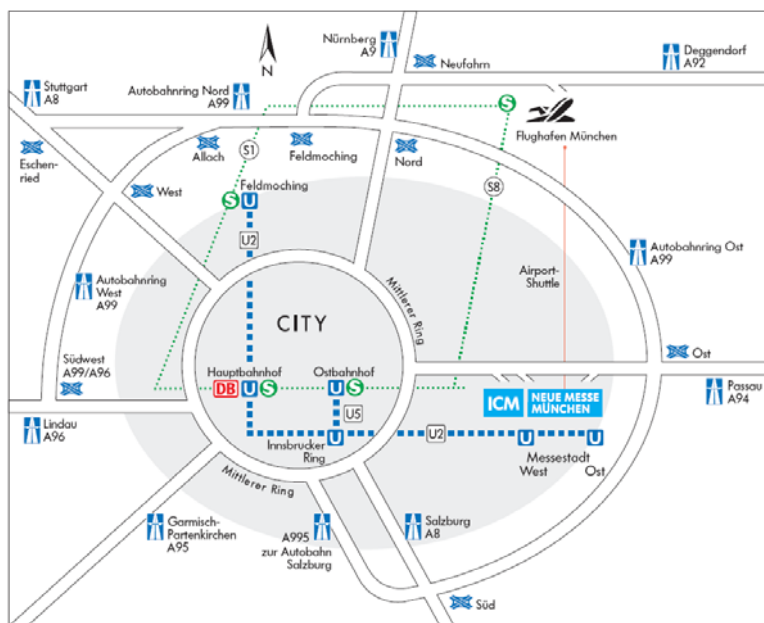
To be able to participate in the IERA'08 forum it is not required registering for the Robotik 2008 conference. Through sponsorship of KUKA Roboter GmbH and Automatica it was possible to pay for room, media, staff, lunch and coffee breaks. If you want to participate at the Robotik 2008 conference dinner please register in advance. Depending on the number of participants a fee for the dinner will have to be charged.

## Location / Travel

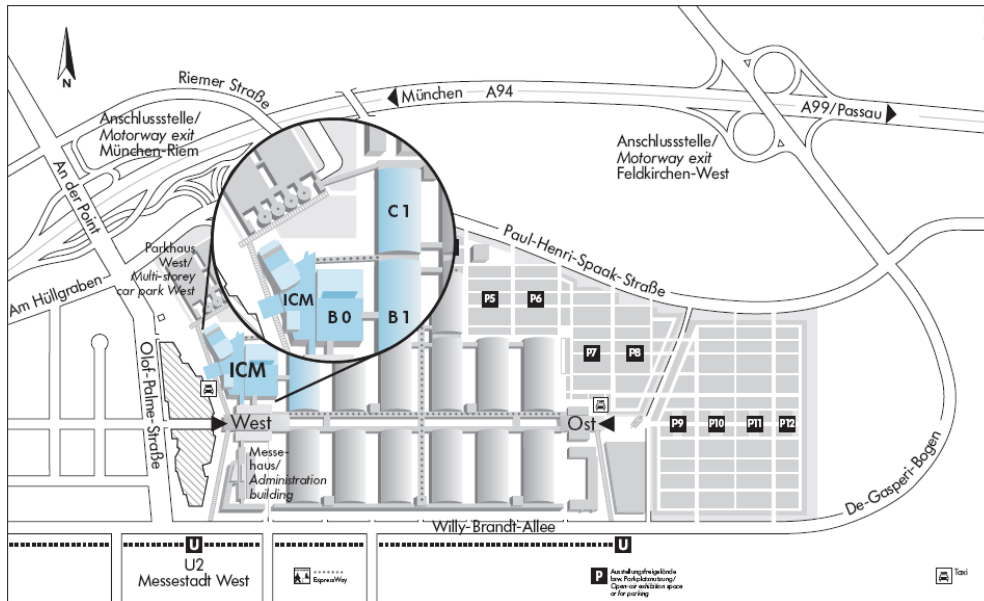
The IERA'08 forum takes place at the International Congress Center Munich (ICM). The ICM is located next to the New Munich Trade Fair Ground ("Neue Messe München"). The nearest metro station is "Messestadt West".

For further information on travel and hotel options please refer to the websites of:

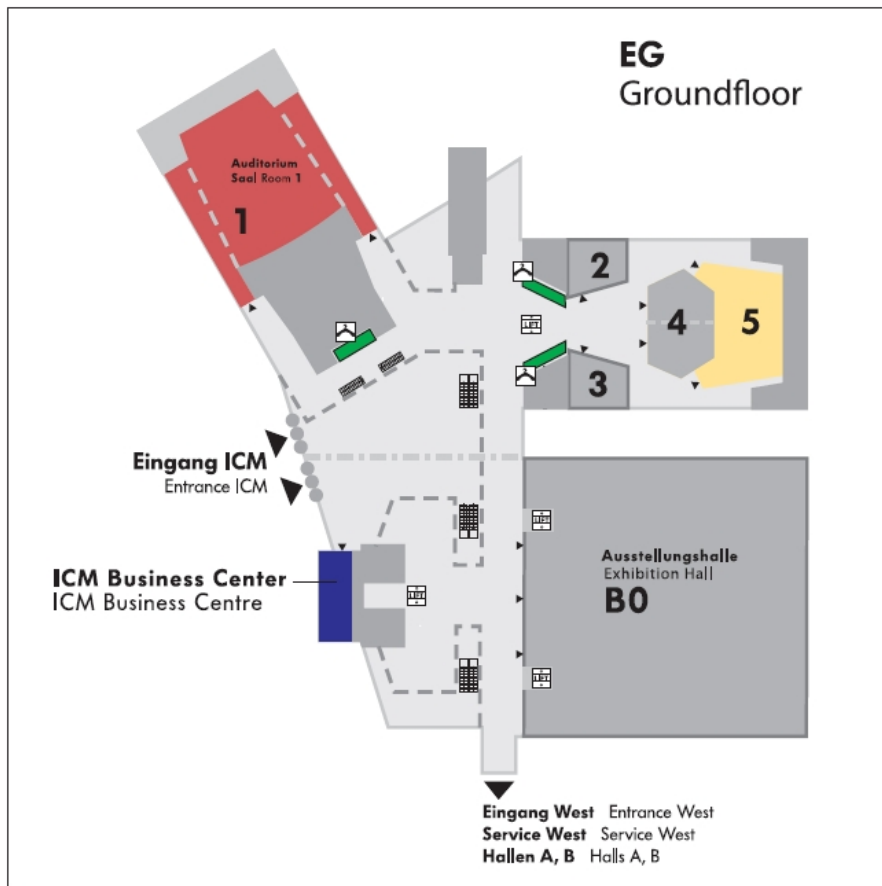
ICM: <http://www.icm-muenchen.de/en/Home>  
 Automatica: <http://www.automatica-muenchen.de/>  
 Robotik 2008: <http://www.robotik2008.de>



Area Map of Munich and public transportation to the ICM / Fair Ground



**Area Map of Munich and public transportation to the ICM (IERA '08 forum)**



**ICM Floor Plan, the IERA forum takes place in Room 1**

## Sponsors / Sponsorship

The Innovation and Entrepreneurship Forum is sponsored by both IEEE Robotics and Automation Society (IEEE RAS) and the International Federation of Robotics (IFR). The generous financial support of KUKA Roboter and Automatica is gratefully acknowledged.




## Contact / Organizers

### General Chairs:

<b>Stefan Müller</b> , IFR President	StefanMueller@kuka-roboter.de
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### Organizing Committee:

<i>Program:</i> <b>Rainer Bischoff</b> , KUKA Roboter GmbH	RainerBischoff@kuka-roboter.de
<i>Awards:</i> <b>Klas Nilsson</b> , Lund University	Klas@cs.lth.se
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### Local Arrangements:

<b>Helga Rosenzweig</b> , VDI	Rosenzweig@vdi.de
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### Awards Committee:

#### On behalf of IEEE-RAS:

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