

# IEEE/IFR Invention & Entrepreneurship Award

for Outstanding Achievements  
in Commercializing Innovative Robot and Automation Technology

*in conjunction with*  
**IEEE/IFR Joint Forum on Innovation and Entrepreneurship in Robotics and Automation (IERA)**  
*Monday May 9, 2011*  
*Shanghai International Conference Center, China*

*co-located with*  
**IEEE International Conference on Robotics and Automation (ICRA 2011)**  
*May 9 to 13, 2011*  
*Shanghai International Conference Center, China*

*Sponsoring Organizations:*  
International Federation of Robotics (<http://www.ifr.org>)  
IEEE Robotics and Automation Society (<http://www.ieee-ras.org>)

**Deadline for applications: February 18, 2011**

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

## General Chairs

Alex Zelinsky  
(CSIRO, IEEE RAS VP  
Industrial Activities)  
Shinsuke Sakakibara  
(Fanuc, IFR Vice President)

## Organizing Committee

Awards Chair:  
Raj Madhavan

## Awards Committee

IEEE:  
Raj Madhavan (UMCP/NIST,  
IEEE RAS Standards Chair)  
Erwin Prassler (FH BRS)  
Alex Zelinsky (CSIRO)

IFR:  
Rolf-Dieter Schraft (IPA)  
Chun-Yuan Gu (ABB)  
Shinsuke Sakakibara (Fanuc,  
IFR Vice President)

## Announcement

The purpose of this award is to highlight and honor the achievements of the inventors with value creating ideas and entrepreneurs who propel those ideas into world-class products. This is a key element 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 event the IEEE Robotics and Automation Society and the International Federation of Robotics will therefore recognize and honor outstanding achievements of entrepreneurs in the commercialization of innovative robotic and automation technology.

These achievements will be recognized in a specially organized IEEE/IFR Joint Forum on Innovation and Entrepreneurship in Robotics and Automation, which is being held in conjunction with the IEEE International Conference on Robotics and Automation (ICRA 2011). The selected finalists will have the opportunity to present their story of the genesis of a successful innovative product in robotics and automation from its very inception to the final state of commercialization in a series of plenary lectures. The ultimate winner will be chosen by an evaluation board, consisting of distinguished individuals from industry and academia. A prestigious plaque will be awarded to each finalist and a US\$ 2,000 prize will be awarded to the winner.

Applications should describe the original work that has been translated into a commercial success. The application must include statements regarding:

- description of the innovation/product/application
- stages of the product genesis
- novelty/uniqueness of the product
- market analysis, economic viability and pathway for commercialization
- sustained competitive advantage
- current and future impact on and relevance to industry

Applications should not exceed a maximum length of 5 pages. Product descriptions and public relation material will not be accepted as an application. References and links to online material are permitted.

## Submission of Applications

Please send as PDF document (< 6 MB) no later than February 18, 2011 (any time zone) to IFR Secretariat – [secretariat@ifr.org](mailto:secretariat@ifr.org).

## Schedule

2011-02-18 Submission of applications  
2011-03-28 Evaluation of applications and selection and notification of finalists  
2011-05-09 Plenary lectures of the finalists and selection of the winner at the IEEE/IFR Joint Forum on Innovation and Entrepreneurship in Robotics and Automation  
2011-05-11 IERA Award Presentation

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