



Automation for everyone: KUKA at the digital Hannover Messe 2021

- **Easy access to robotics and automation: KUKA presents new operating system and ecosystem "iiQKA" for the first time.**
- **KUKA CEO Mohnen: "One effect of the pandemic: we are becoming faster, more digital and we are finding new solutions."**
- **TV star Ranga Yogeshwar on KUKA panel "Future of Automation".**

Augsburg, 08 April 2021 – An exceptional trade fair in an exceptional time: at the digital edition of Hannover Messe, KUKA opens its doors virtually for the first time. On the very first day, KUKA unveils a new, easy-to-use operating system. Digitally, everything revolves around the future of automation - in a wide variety of application areas.

"One effect of the pandemic: we are becoming faster, more digital and we are finding new solutions. This is exactly what KUKA is demonstrating at the virtual Hannover Messe," said Peter Mohnen, CEO of KUKA Group. "Technologies such as digitalization, robotics and automation offer great opportunities for the future. In the medium term, demand for automation solutions will increase. This is where we accompany our customers with the right technologies and solutions."

A star guest, new products – and the start of a new era

Easy access to robotics – this is the ambitious goal KUKA is pursuing, and on April 12 the company will be presenting a preview with the first elements of an operating system of the future as part of an entire ecosystem. The goal of this "Mission 2030": simple operation and an intuitive approach to automation solutions. In the long term, every KUKA product is to be equipped with the new operating system, making it easier for existing and new customers to

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access it. This should make automation feasible even in industries and applications where there have been few robots to date.

Science journalist Ranga Yogeshwar will be KUKA's guest on the opening day of the fair and will talk about the future of automation in a panel with researchers and developers. Visitors can find out more about all the offerings, events and topics, including e-mobility, digital transformation or new technologies for new sectors, in the Hannover Messe live stream and on a specially created, interactive KUKA platform.

KUKA experts will talk about the most important trends, report live from customer plants and present the latest KUKA products. And the finalists of the KUKA Innovation Award will present their concepts around the "Artificial Intelligence Challenge" during the fair – on April 15, the jury will select the winner of the Innovation Award, which is endowed with 20,000 euros, live. Dr. Kristina Wagner, Head of KUKA Corporate Research, is one of the top 3 nominees for the "Engineer Powerwoman Award" at the Hannover Messe, which will be presented on April 16.

All information about the virtual KUKA booth at Hannover Messe – Digital Edition and the KUKA platform can be found at kuka-iimotion.com.

KUKA

KUKA is a global automation corporation with sales of around 2.6 billion euro and roughly 14,000 employees. The company is headquartered in Augsburg, Germany. As one of the world's leading suppliers of intelligent automation solutions, KUKA offers customers everything they need from a single source: from robots and cells to fully automated systems and their networking in markets such as automotive, electronics, metal & plastic, consumer goods, e-commerce/retail and healthcare. (As at December 31, 2020)