



At the Beginning of a New Era: KUKA at automatica sprint 2021

- **KUKA Mission 2030: In the next ten years, more and more people worldwide will work with robots. Automation will become mainstream - even in new markets.**
- **KUKA Robotics CEO Klaus König: "The ease of use of our products is one of our most important strategic goals."**
- **KUKA Systems CEO Gerald Mies: "Electromobility is an innovative force that breaks down old industry boundaries and paves the way for us to enter new markets."**

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Augsburg, June 14, 2021 - It is not only automatica *sprint* that is breaking new ground with its digital platform this year. KUKA is also at the beginning of a new era. The next milestone: intelligent automation solutions for everyone, easily accessible and intuitive to operate. From June 22 to 24, KUKA, as an automation expert and innovator, will be looking into the future, for example at trends in the consumer goods industry and e-mobility - and supplying intelligent, simple and sustainable solutions right along with it.

"At KUKA, our goal is to enable robot-based automation for all players in the industry," says Klaus König, CEO KUKA Robotics. "To this end, we are expanding our portfolio to provide the best possible support for our customers in fast-growing industries such as electronics, pharmaceuticals or consumer goods. The ease of use of our products is one of our most important strategic goals in this regard."

New markets, new Opportunities

KUKA impressively demonstrates the new simplicity, among other things, with iiQKA – the robot operating system as well as the digital ecosystem. "With the right partner network, we are fast – an important aspect in today's world," König continues. Developments such as the new KUKA operating system and the KUKA.Sim simulation software are helping to make the user experience as intuitive, powerful and fast as possible. As a result, more people, companies and markets than ever before are able to take advantage of and drive the enormous benefits of robotic automation.



One of these markets: the consumer goods industry. In a panel, KUKA industry experts talk about important trends and discuss how the industry can benefit from holistic automation. In this context, KUKA is now adding the final pieces of the puzzle with new robot types such as the KR DELTA hygienic robot in order to be able to automate the entire process chain – from receiving to delivery.

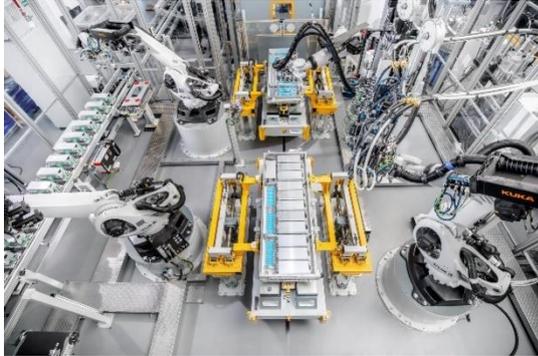
Megatrend Automation: the Future of Production

One of the most important megatrends of our time is electromobility. At automatica *sprint* KUKA experts will discuss how it is changing everyday life, the economy and our society. "KUKA is well equipped for the current changes in the automotive industry. The ability to plan has become much more complex for the automotive industry and requires both the car manufacturer and the supplier to be extremely flexible and quick to react. KUKA already offers key technologies for almost all tasks: from battery production to the assembly of electric drives and electric axle components to complete body construction for electric vehicles," says Gerald Mies, CEO KUKA Systems. The portfolio is complemented by KUKA's visionary production concept, matrix production: an extremely versatile manufacturing process for individualized production. In another panel, KUKA experts will also discuss how automotive suppliers in particular can achieve climate targets with the help of robotics and sustainable, regional production.

Virtual Trade Fair Booth and Digital Event Platform

With the digital event platform KUKA iimotion, KUKA is expanding the virtual trade fair booth around automatica *sprint* with further presentations, discussions and webinars. For example, visitors will gain insight into the smart simulation software KUKA.Sim 4.0. The modular software also makes its contribution to greater simplicity. Details and sequences of robot applications can be simulated even before commissioning and then transferred 100 percent to the real controller: for maximum planning reliability and cost efficiency.

All information on the virtual KUKA booth at automatica *sprint*, individual access to content and events, and personal online advice are available to interested parties after free registration at www.kuka.com or kuka-iimotion.com.



Automated battery production: Megatrends such as electromobility open up new markets. © KUKA Group



KUKA experts discuss the trends in the consumer goods industry. The matching product: the KR DELTA.
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KUKA

KUKA is an internationally active automation group with sales of around EUR 2.6 billion and around 14,000 employees. The company is headquartered in Augsburg. As one of the world's leading suppliers of intelligent automation solutions, KUKA offers customers everything 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. (Status: Dec. 31, 2020)