

## Info Bulletin: The Mobile Forum



**Part of the Mobile Robots &  
Autonomous Systems display  
Hall 14/15, Stand K 03-L 20**

**at HANNOVER MESSE 2010,  
19 – 23 April**

Dear Exhibitor,

We are pleased to report the premiere of a brand-new highlight in the Mobile Robots & Autonomous Systems section of HANNOVER MESSE: As of 2010, the “Mobile Forum” will be cruising around to alert even more eyes and ears to what the sector has to offer!

Imagine a driverless transport system (retrofitted for the purpose by DS AUTOMOTION) heading to a different Mobile Area exhibitor location every 30 minutes. Upon arrival, a live moderator will host an on-site interview to put the spotlight on the given firm and its offerings. This novel and lively approach will spark lively dialogue among exhibitors and visiting professionals, generating a lot more interest than a standard “frontal” speech or presentation ever could.

Naturally, the hosts “on board” will also be experts, e.g. Dr. Günter Ullrich (in charge of driverless systems) and Reinhard Karger, Director of Corporate Communications at the German Research Center for Artificial Intelligence, who will be conducting the rest of the interviews.

We very much look forward to dynamic dialogue at its best – also thanks to the new Mobile Forum!

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Here is a rough idea of the Mobile Forum’s route and stops along the way:

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