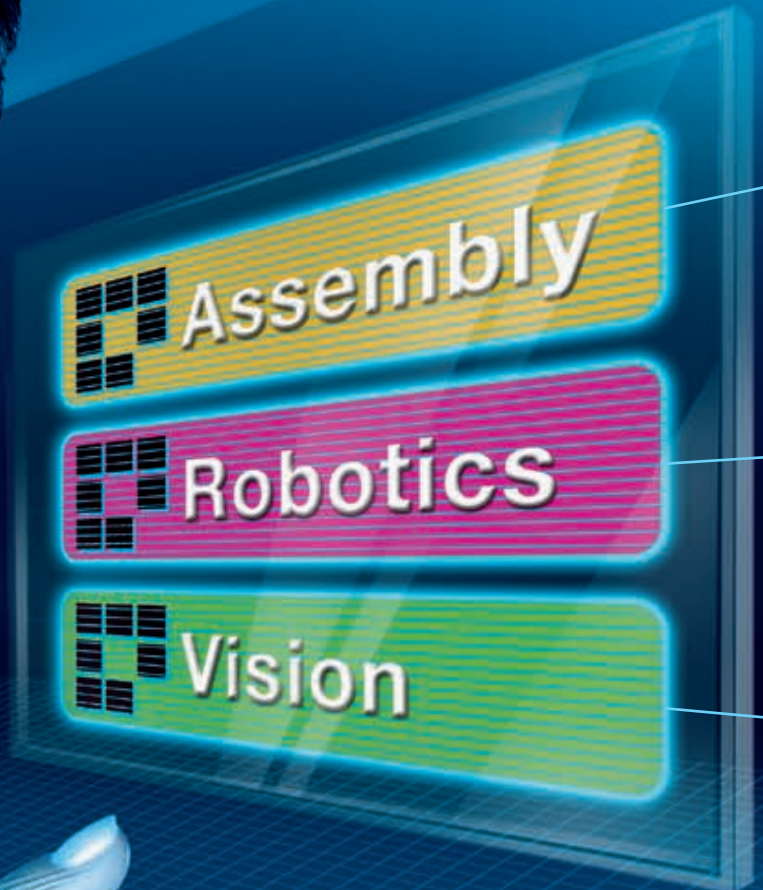




PUSH THE PROGRESS BUTTON

Experience tomorrow's
automation technology



AUTOMATICA
INNOVATION AND SOLUTIONS

3rd International Trade Fair for Automation
10-13 June 2008 | New Munich Trade Fair Centre

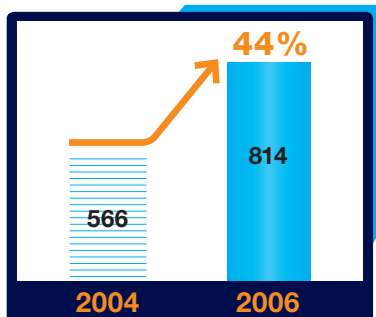
www.automatica-munich.com

WHAT CAN BE MORE EXCITING THAN TO EXPERIENCE PROGRESS? TO SHAPE IT YOURSELF.

AUTOMATICA 2006 showed that the innovative potential of manufacturers of enabler-technologies is impressive in their work to meet the requirements of industries to optimize productivity with competitive costs.

Progress 100 percent ripe for the market.

Total exhibitors



The development of AUTOMATIC is just as impressive, which is already on the way to becoming a leading international trade fair after only two fairs—with two-figure growth rates for trade visitors and exhibitors.

Progress than can be measured in figures.

Total visitors



Why have companies of globally active corporations all the way to dynamic start-ups selected precisely the still young AUTOMATICA as their central international platform? Because the trade fair concept of AUTOMATICA fits the character of the automation industry exactly. Outstanding further developments, technological novelties and fantastic world premiers every two years.

Progress as a trade fair concept.

“AUTOMATICA is the leading trade fair for our industry sector.”

Dr.-Ing. Norbert Stein, VITRONIC Dr.-Ing. Stein,
Bildverarbeitungssysteme GmbH,
Managing Director and Sole Proprietor, Germany

AUTOMATICA 2008 will remain true to its successful concept against this background and again show outstanding “innovations and solutions.” No, more than that: AUTOMATICA 2008 will be nothing less than the international progress platform.

What can be more exciting than to see into the future? Only one thing: to help shape it yourself. And that is exactly what you can do at AUTOMATICA 2008. Take part. Or, as we say,

Push the progress button.



Push the progress button

WHAT IS ACTUALLY THE SECRET OF SUCCESS OF AUTOMATICA? A CLEAR CONCEPT. ENTHUSIASM. PASSION.

If a trade fair wants to show the creative potential of industries, it also has to develop in the two-year innovation cycle. How else could it act credibly as a stimulus?

And AUTOMATICA 2008 has developed further—immensely. It has a progressive trade fair concept oriented solely to the needs of industry, which has positioned AUTOMATICA even more clearly than the technology drivers in the industries. It is progressive in all qualities, which exhibitors and trade visitors expect from a leading international trade fair.

Unique coverage of all core areas—
assembly and handling technology, robotics,
Machine vision

Industry-overlapping offer

Presence of international key players

Depiction of the complete value-added chain

Complete overview of the global market

Trade visitor quality: top decision-makers
from approx. 100 countries

Trends, world novelties, high-end technologies

System solutions and components

Contact- and contract-oriented working trade fair

Compact and clearly arranged: trade fair of short distances

Supporting program and first-class speakers

**Help shape a new international trade fair?
Push the progress button.**



WHAT IS MORE EFFICIENT THAN SCANNING THOUSANDS OF BROCHURES? A SINGLE VISIT TO AUTOMATICA.

The complete range of offers on the global market at one event. Depiction of the complete value-added chain of automation at one trade fair. The latest technologies from all relevant core areas of automation.

AUTOMATICA will only then become an international marketplace, which brings together supply and demand at one spot.

AUTOMATICA can only then solidify and expand its leading position as trade fair of trends showing the way to the future in competing with other fairs.

Completeness and perfection are essential features of quality of an ambitious project to establish AUTOMATICA as a leading international progress platform and as a trade fair with an absolute unique character within the European trade fair environment.

Sounds like a long way off in the future? No. Sounds like the most complete trade fair, which Europe can offer in the area of enabler-technologies. AUTOMATICA 2008.

Do you want to see the complete range of offers on the global market? Push the progress button.

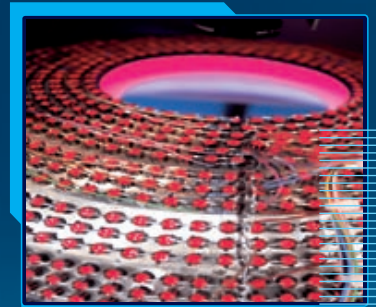
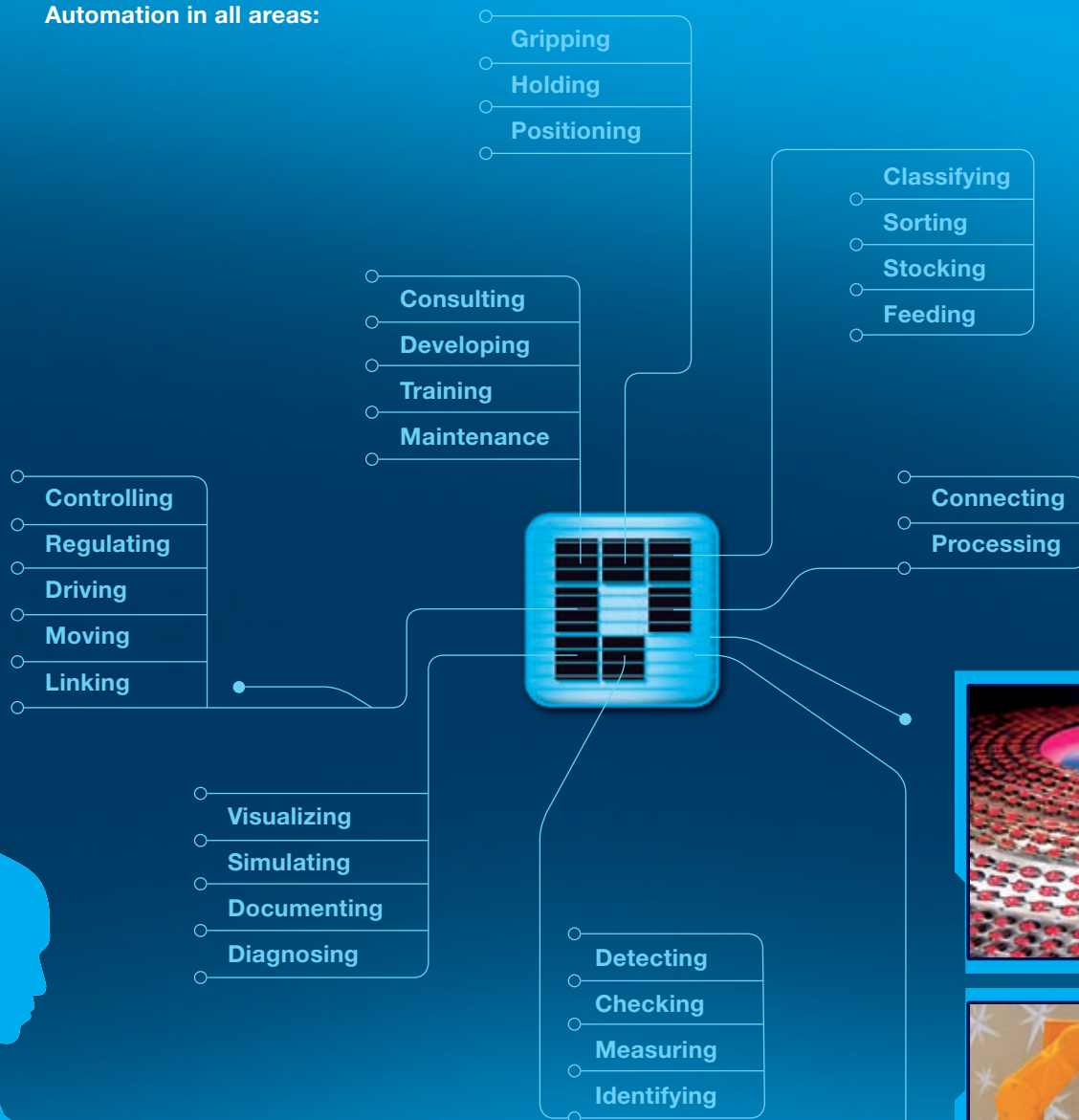
“The atmosphere at AUTOMATICA is very professional.”

Dr. Michael Wenzel, Managing Director of Reis Robotics, Germany

The Global Market Range of AUTOMATICA:

- Assembly and handling technology
- Drive technology
- Supply technology
- Robotics
- Sensor technology
- Software
- Machine vision
- Control systems technology
- Services and service providers
- Positioning systems
- Safety technology
- Research and technology

Automation in all areas:



"[...] AUTOMATICA has been conceived to deal with specific topics and is clearly arranged, making it very convenient for visitors. [...]"

Heinz-Dieter Schunk, SCHUNK GmbH & Co. KG,
Managing Partner, Germany

HOW CAN YOU STANDARDIZE WITHOUT BEING STANDARD? BY INDIVIDUALIZING SYSTEMS.

Regardless of whether assembly and handling technology, robotics or machine vision, automated processes are relevant for all manufacturing industries. Factors such as modularity and precise alignment of automation solutions, which increase flexibility and productivity, are gaining increasing importance.

Consequently, AUTOMATICA 2008 will not only show complete system solutions, but will also have a convincing range of optimally adapted components for every production-oriented challenge. And that is precisely what will make it possible for every company to install precisely the technical solutions they need to make their production processes internationally competitive.



**Do you want to find components for every system?
Push the progress button.**







“The industry missed this kind of exhibition, and the results of AUTOMATICA confirm this. [...]”

Massimo Vacchini, AIDA (Italian Association of Assembly Technology), General Secretary, Italy

WHO LIKES TO DISCLOSE HIS MOST SECRETE DEVELOPMENTS? THE EXHIBITORS AT AUTOMATICA.

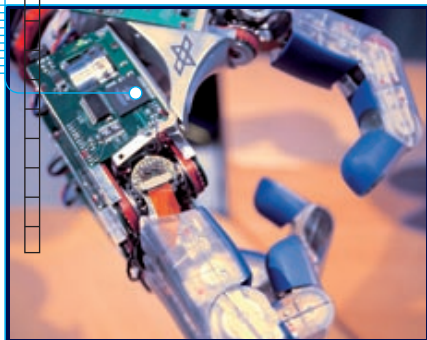
You're right! The term “innovation” is overused and is often employed to market technologies, which are not really spectacular or which have only been improved slightly.

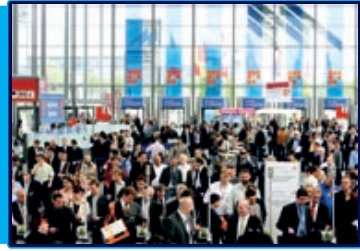
A trade fair such as AUTOMATICA, which has positioned itself as a progress platform, cannot afford such bogus claims.

And this is the best guarantee that innovations at AUTOMATICA are really innovations, technological novelties are really new, and world premiers are really what they claim to be.

In line with the two-year innovation cycle of the industries, bringing the most exciting technologies from throughout the world to AUTOMATICA 2008 is the challenge we face. And it is our passion too.

**Do you want to experience world premiers?
Push the progress button.**





HOW CAN YOU BE CERTAIN TO MEET THE RIGHT PEOPLE? BY VISITING THE RIGHT TRADE FAIR.

Despite all automation, your business success depends on people: on customers, suppliers and partners. In other words, on contacts. Because business contacts are mainly a question of quality, you should make certain that you don't miss AUTOMATICA 2008.

This international progress platform gathers all application industries from automobiles to solar energy. Meet trade visitors from global corporations, highly specialized small- and medium-sized companies and hopeful start-ups.

Messe München GmbH makes certain of that as a trade fair organizer that has earned a top-rate reputation with its numerous globally leading trade fairs in the area of investment goods. It is very adept at bringing together decision-makers and innovators from clearly defined professional fields.

Do you want to meet top decision-makers from all industries?

Push the progress button.



They are all present at AUTOMATICA to find tailor-made automation solutions for their specific production requirements. They can help to advance you and your business.

“[...] AUTOMATICA has succeeded in bringing the right people to the trade fair from all industries!”

Hans-Dieter Baumtrog, sortimat
Technology GmbH & Co. KG,
Managing Director, Germany

Industries at AUTOMATICA

- Mechanical and plant engineering
- Automotive industry (OEMs) and automotive component suppliers
- Electrical, electronics and electrical engineering
- Metalworking industry
- Plastics industry
- Pharmaceuticals, cosmetics and medicine
- Beverage, foodstuff and packaging industries
- Aerospace industry
- Solar energy technology
- Information and communication industry
- Paper and printing industries
- Timber processing industry
- Construction industry

Visitors at AUTOMATICA

- Entrepreneurs, managing directors, executive board members
- Master tradesmen, purchasers, those responsible for quality assurance
- Production and factory managers
Technical directors
- Production planners and project engineers
- Developers and design engineers



Munich—Ideal Location

Metropolis which attracts people from throughout the world

- Center of the largest European robotics and automation market

- Located in the heart of Europe close to the target markets of Eastern Europe

- Efficiently designed and equipped trade fair grounds

- Messe München: skilled organizer of many leading trade fairs

- International airport: direct flights to 250 destinations, including approx. 70 outside of Europe





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