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Are robots a threat or an asset? It's up to you! - Press invitation for *Robotics Innovation Challenge*

February 9 the Swedish robotics cluster Robotdalen arranges the event *Robotics Innovation Challenge* in the city of Eskilstuna, Sweden. The day focuses on challenges, opportunities and solutions when developing new robots. What are the needs and can robots fulfil them? International experts share their point of view, new robots are presented on an innovation catwalk and the winner of the international prize competition Robotdalen Innovation Award is announced. At the event you can check out robots and talk to innovators and companies about their view on robots and their role in society.

In movies robots are often portrayed as human-like, evil creatures that want to take over the world. But what is the real deal? Why do we need robots and what should we use them for?

- Robots are here to provide improved quality of life for us humans. Product development must stem from the needs of the individual and contribute to a safer and more secure work environment and everyday life, says Erik Lundqvist, General Manager at Robotdalen. In Robotdalen we don't want robots to look like real people, since robots are tools, just like machines or computers. We want to change the perception that robots pose a threat and will "take over". We control them and they can contribute with a lot for individuals in health care as well as for increased competitiveness in the manufacturing industry.

When mankind and technology meet

At the event *Robotics Innovation Challenge* experienced key not speakers share their perspectives on the challenges and opportunities in the field of robotics. Anders Sandberg, professor at Oxford, addresses the meeting between man and technology, Rodney Brooks, one of the world's foremost roboticists, shares thoughts on artificial intelligence and experiences from his companies iRobot och Heartland Robotics. Per Strömberg from the Stockholm School of Economics talk about entrepreneurship and venture capital. The morning session wraps up with an innovation catwalk, presenting new products in a creative manner!

The afternoon gives plenty of time to mingle and visit stands presenting solutions for the industry, health care sector and successful product development, when the visitors can meet peers and potential business partners for discussions. At the end of the day Paolo Dario, robotics researcher from Italy, takes the stage before the winner of the Robotdalen Innovation Award is presented. Welcome!

The event takes place in Eskilstuna, Sweden on February 9. Please visit www.robotdalen.se for further information. We have a limited number of free passes for press, please contact Jessica Karlsson, Communications Manager, if that is of interest. Phone: +46 (0)19 25 32 91, e-mail jessica.karlsson@robotdalen.se. For further information you can also contact Erik Lundqvist, General Manager for Robotdalen, at phone +46 (0)21 10 70 26, e-mail erik.lundqvist@robotdalen.se.

Robotdalen is a Swedish robotics initiative with the mission to enable commercial success of new ideas and research within robotics & automation

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