

# ReAutomated | The Virtual Experience

# Agenda

October 12, 2023

CEST | EDT

15:00 | 09:00 am

## Event goes LIVE

Go explore our virtual environment and visit our info desk in the lobby for a welcome video.  
by *Kim Povlsen, President, Universal Robots*

15:10 | 09:10 am

## Welcome

by *Andrea Alboni, Regional President, Western Europe, Universal Robots*

15:20 | 09:20 am

## Discovering robotic machine tending | Expert panel with Q&A session

Join us as our panel of industry leaders and experts converge for a deep-dive into the challenges for business productivity and to share insights and cutting-edge strategies to revolutionize machine tending at your business.  
Panelists: *Georg Lindner, Global Manager – LEAN Consulting, Sandvik, Marc Strub, CEO, Bachmann Engineering, Mike Mayer, Director – Global Key Account Management, Schunk, and Felix Thielemann, Project Manager – New Production Concepts, Schaeffler*  
Moderated by *Daniel Pintar, Global Industry Segment Leader – Machine Tending, Universal Robots*

16:00 | 10:00 am

## BREAK

16:10 | 10:10 am

## Making automation easier than ever

An exciting presentation on the game-changing benefits of installing a collaborative robot from Universal Robots.  
by *Universal Robots team Stacey Moser, CCO, Jesper Poulsen, Senior Director – Digital Ecosystems, Mikkel Vahl, Global Head of Academy & Education, and Annelie Dyring-Bro, Strategic Service Director*

16:20 | 10:20 am

## The customer perspective & their automation experience | Customer interview

An in-depth journey into the story of the global motion technology company Schaeffler, the challenge of innovating in brown-fields, and how new modular, flexible and efficient production concepts can drive quick return on investment.  
With *Felix Thielemann, Project Manager – New Production Concepts, Schaeffler*  
Interviewed by *Daniel Pintar, Global Industry Segment Leader – Machine Tending, Universal Robots*

16:40 | 10:40 am

## Built around people | A documentary

Witness a collaborative robot coming to life, from an idea to an incredible piece of engineering. Follow the journey of the UR20 robot in this one-of-a-kind documentary.

16:45 | 10:45 am

## BREAK

16:55 | 10:55 am

## Introducing UR20 | Presentation & live demo with Q&A session

Experience a deep-dive into the newest member of the UR family – the groundbreaking UR20, in a presentation of the UR20 cobot arm, the UR10e high-runner, the PolyScope software, and a demonstration of UR machine tending capabilities.  
Demonstration by *Neal Kuburich, Global Applications Engineer, Universal Robots and Marc Strub, CEO, Bachmann Engineering*

17:25 | 11:25 am

## Follow a customer's journey towards increased productivity | UR20 customer case story

Presenting a UR20 case story video with Hashikawa, local CNC machine shop in Vietnam, and authorized distributor, Nam Viet Industry Electric, who are specialized in system integration for machine tending.  
Introduced by *Daniel Pintar, Global Industry Segment Leader – Machine Tending, Universal Robots*

17:35 | 11:35 am

## Unrivaled productivity benefits | Closing panel discussion with Q&A session

Bringing back our expert panel: Cobots as the future's promise of unrivaled productivity, with the potential to amplify efficiency, reduce errors and propel businesses to new heights.  
Panelists: *Georg Lindner, Global Manager – LEAN Consulting, Sandvik, Marc Strub, CEO, Bachmann Engineering, Mike Mayer, Director – Global Key Account Management, Schunk, and Felix Thielemann, Project Manager – New Production Concepts, Schaeffler*  
Moderated by *Daniel Pintar, Global Industry Segment Leader – Machine Tending, Universal Robots*

17:55 | 11:55 am

## Wrap up and thank you!

by *Daniel Pintar, Global Industry Segment Leader – Machine Tending, Universal Robots*