

## **PRESS RELEASE**

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## Photos relating to the press release "Chatting with smart machines"



((01 Michael Daniel Datron))

"It is important to keep up with the times, especially in technical fields," says Michael Daniel, CEO of Datron AG. "That's why we specifically promote further training – not with rigid programs, but with individual development paths that are geared towards people's strengths and interests."

Photo: Datron AG

Innovate Manufacturing.

www.emo-hannover.de



((02 Elisa Roth Augmented Industries))

here is a clear trend towards digital solutions in education and training," says Dr. Elisa Roth, CEO of Augmented Industries. However, off-the-shelf training material is of little use in production settings where around 70 percent of the required knowledge is specific to the products and processes involved. The advantage of AI for training is that all of the information comes only from the company itself and is then prepared accordingly for training purposes.

Photo: Augmented Industries



((03 Datron next))

At EMO Hannover 2025, machine manufacturers will demonstrate how user-friendly advanced technology can be. With the Datron-next machine control system features a camera built into the Z-axis to assist the operator with measurement tasks. Just like on a smartphone, the operator simply marks out the geometry on the transmitted image using anchor points

Photo: Datron AG