

Munich, June 6, 2018

## Press Release

### automatica Trend Index 2018

### Study: What workers think about artificial intelligence

Ivanka Stefanova-Achter  
PR Manager  
Tel. +498994921488  
[Ivanka.Stefanova-Achter@messe-muenchen.de](mailto:Ivanka.Stefanova-Achter@messe-muenchen.de)

**67 percent of UK workers see artificial intelligence (AI) as a technology that makes machines better assistants in the workplace. In particular, the intelligent control over voice commands or touchpads will make it easier for people to assign the machine new tasks (70 percent). 64 percent of workers believe that computer scientists will not be able to replace human social skills with digital assistants. These are the findings of the [automatica Trend Index 2018](#). In this context 1,000 employees in the UK were surveyed in a representative study of the population by a market research institute on behalf of [automatica](#), the world's leading trade fair for robotics and automation.**

“Developments in AI mean we can expect robots to perform increasingly effectively as human assistants,” says Junji Tsuda, President of the International Federation of Robotics. “Robots do not only understanding and answering questions as they do today, but also acting on voice commands and gestures, and even anticipating a worker’s next move in order to remove an obstacle from her path.”

Messe München GmbH  
Messegelände  
81823 München  
Germany  
[messe-muenchen.de](http://messe-muenchen.de)

**Press Release** | June 6, 2018 | 2/2

AI innovations for close human-machine collaboration must meet stringent safety requirements. That's why it takes more time to get to market than for AI software applications that can be tested and customised in a simulated live setup. Workers' trust in protection from the state is extensive: 74 percent of employees say it is important to them that AI will be strictly controlled by law.

The use of machines that are enabled by AI to handle tasks independently will, according to some 60 percent of respondents, enrich the workplace. However, just as many employees consider the term "artificial intelligence" to be misleading because a machine cannot learn intelligently or act autonomously like a human being.

On the question of how AI will affect the world of work, Dr. Wieland Holfelder from Google in the run-up to automatica 2018 in Munich: "In principle, there is nothing artificial about artificial intelligence. It's made by humans for humans - so we need to maintain that spirit.

### **Video: How AI will affect the world of work**

To see how experts from IBM Watson, USU Software, SIEMENS and Google assess the impact of artificial intelligence on the working world, click here:

Press Release | June 6, 2018 | 3/3

<https://videos.messe-muenchen.de/en/detail/9mgrtdgwN-DvYFnJM6bCzU>

## **"automatica trend index 2018"**

For the 2018 automatica trend index, a total of 7,000 employees, in the US (N = 1,000), China (N = 1,000), Japan (N = 1,000), Germany (N = 1,000), France (N = 1,000), Great Britain (N = 1,000) and Italy (N = 1,000) were interviewed in a representative survey of the population in January 2018 by a market research institute (online panel) on how robots and digitization are changing the working world.

## **“The Role of Man in the Smart Factory” at automatica 2018**

The special exhibition presented by VDMA Robotics + Automation “The Role of Man in the Smart Factory” demonstrates that people play a central role in the digital factory. Trade visitors can see there how people and machines will interact in the future, how they will communicate with each other, and how ergonomic and versatile jobs will be. Place: hall B4, booth 338.

[automatica Media library channel](#)

[Infographic: What employees think about artificial intelligence](#)

[automatica Press Releases and Photos](#)

[automatica Photos and Logos](#)

[automatica TheNewsMarket channel](#)

**Press Release** | June 6, 2018 | 4/4

**About automatica**

[automatica](#) is an international trade fair for robotics and automation and the central meeting point for manufacturers and users of integrated assembly solutions, robotics, industrial machine vision and professional service robotics. With the Trend-setting topics digital transformation in manufacturing, human-robot collaboration and service robotics, automatica makes an important contribution to designing Work 4.0 at places where people bear more responsibility than ever before. At the last event in 2016, a total of 833 exhibitors from 47 countries presented their products and solutions; 43.052 visitors from more than 100 countries came to the Munich trade fair. Messe München GmbH and VDMA Robotics + Automation, conceptual sponsor of the trade fair, are behind the industry-driven concept of automatica. automatica takes place every two years. The next fair will be in Munich on June 19 to 22, 2018.

**The smarter E Europe**

Parallel to automatica [The smarter E Europe](#) will bring together the Intersolar and ees Europe exhibitions along with two new energy exhibitions, Power2Drive Europe and EM-Power. As the innovation hub for empowering new energy solutions, The smarter E Europe presents cross-sector energy solutions of the future.

**Messe München**

Messe München is one of the leading exhibition organizers worldwide with more than 50 of its own trade shows for capital goods, consumer goods and new technologies. Every year, a total of over 50,000 exhibitors and around three million visitors take part in more than 200 events at the exhibition center in Munich, at the ICM – Internationales Congress Center München and the MOC Veranstaltungszentrum München as well as abroad. Together with its subsidiary companies, Messe München organizes trade shows in China, India, Brazil, Russia, Turkey, South Africa, Nigeria, Vietnam and Iran. With a network of associated companies in Europe, Asia, Africa and South America as well as around 70 representations abroad for over 100 countries, Messe München has a global presence.

**Contact for the press:**

**automatica**

Ivanka Stefanova-Achter – PR Manager, Messe München  
Tel. (+49 89) 949 - 21488  
Email: [ivanka.stefanova-achter@messe-muenchen.de](mailto:ivanka.stefanova-achter@messe-muenchen.de)

**VDMA Robotics + Automation**

Patrick Schwarzkopf, Managing Director VDMA Robotics + Automation  
Tel. (+49 69) 6603 - 1590  
Email: [patrick.schwarzkopf@vdma.org](mailto:patrick.schwarzkopf@vdma.org); <http://rua.vdma.org/>