

## **LEARNTEC offers newbies and experts orientation in the technology jungle**

### **Trade fair and convention showcases innovations in digital education at Messe Karlsruhe from June 4 to 6, 2024**

Karlsruhe, 27. May 2024. Next week, the e-learning community will meet for its annual reunion: At LEARNTEC, Europe's most important event for digital education in schools, universities and the workplace, education experts and newcomers can once again find out about the latest trends and innovations on the market, exchange ideas and network with each other. From June 4 to 6, 2024, around 400 exhibitors will present their digital-based solutions for everyday learning in three exhibition halls. The accompanying convention and trade fair program will showcase the learning of the future in practical and forward-looking presentations.

### **LEARNTEC is the venue for world premieres and innovations**

This year, exhibitors will once again use LEARNTEC as a stage for numerous innovations and product premieres. A lot will revolve around the megatrend of artificial intelligence (AI) and its opportunities and challenges for teachers and learners in schools, universities and everyday working life. But learning with augmented realities (XR) and the acquisition of future skills will also play a role at this year's LEARNTEC. Area9 Lyceum, market leader for adaptive learning technologies, is using LEARNTEC for a genuine world premiere, for example: Area9 Mindflow™. The stand-alone technology combines the power of GPT-4 with existing learning content and know-how from science, publishing, editing and teaching. Bitkom Servicegesellschaft will also be presenting its new learning platform for SMEs, the Learning Campus, to the public for the first time at LEARNTEC.

### **High-caliber LEARNTEC Convention provides forward-looking impetus**

On all three days of the event, the LEARNTEC Convention will offer a glimpse into the future of the digital education market and link this with the range of products and services at the trade fair. Highly qualified, international experts from the education industry and science will discuss hot topics and present proposed solutions in practical presentations. Artificial intelligence will once again be the dominant topic at the convention in 2024, along with virtual and augmented realities (XR). Other key topics include data literacy, trust culture, ESG and performance management. Speakers will include Prof. Dr. Ulrike Lucke (University of Potsdam) on the National Education Platform, US senior

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learning transformation strategist Lori Niles-Hofmann and Charlotte Axelsson (Zurich University of the Arts).

### **Future Lab is dedicated to AI, robotics and smart learning tools**

In the LEARNTEC Future Lab, visitors can experience what the digital future looks like and try out the latest technologies such as AI and robotics live. In the "AI Corner", AI expert Christian Steiner will show, among other things, how companies can cleverly use AI for further training. The IRAS - Institute for Robotics and Autonomous Systems at Karlsruhe University of Applied Sciences is dedicated to the trending topic of robotics and e-learning expert Sünne Eichler will be presenting daily changing trends such as learning companions, smart learning tools and social robots in the "Co-Creation Room".

### **New: Self-guided tours provide orientation**

Three packed exhibition halls and three days of specialist program: LEARNTEC has a lot to offer. This year, LEARNTEC is offering self-guided tours to help you find your way around and make your visit to the trade fair as efficient as possible. In the LEARNTEC app (available in the Playstore and Apple Store), visitors can not only view the hall plan and engage in matchmaking, but also find suggestions for suitable exhibitors for their individual questions and can thus put together their own tour of the trade fair.

### **New: LEARNTEC Eco Award honors sustainable stand construction**

As an EMAS-validated company, the topic of sustainability also plays an important role for Messe Karlsruhe and its own events. LEARNTEC is also paying increasing attention to sustainable aspects in its design. For example, not only has the area of carpeting that is difficult to recycle been significantly reduced, but a waste separation system has also been set up. With the LEARNTEC Eco Award, the LEARNTEC trade fair team is also honoring sustainable stand concepts from its exhibitors for the first time. The assessment is not only about the stand construction itself, but also about the preparations for the trade fair and the trade fair presentation on site. The awards will be presented to the winners personally by the team on the first day of the trade fair.

### **Two trade fairs, one ticket: NEW WORK EVOLUTION showcases modern working environments**

At the same time as LEARNTEC, NEW WORK EVOLUTION offers orientation for all those who want to help shape modern working environments. In addition to the exhibition and a top-class stage program, including keynotes by Carsten Maschmeyer, Cawa Younosi and Debora Murseli, the special "Innovation Lab" area will impressively demonstrate what working in the future can look like

today. On over 500 square meters, companies will present their products and services in realistic themed settings - a source of inspiration for testing and experiencing. The ticket for LEARNTEC also gives interested parties access to NEW WORK EVOLUTION.

Further information and tickets for LEARNTEC are available online at [www.learntec.de/tickets](http://www.learntec.de/tickets).