

## Breakout Session 8: Smart Production and Services

### Welcome and Introduction:

Harald Kainz, President of TU Austria and Rector of Graz University of Technology

### Speakers:

Smart Production: Wolfgang Zitz, Sandra Lamm, Hermann Stockinger

Smart Services: Eric Charran, Sven Stegemann, Harald Dutzler

Chair: Rudolf Pichler, Coordination: Franz Haas



The Smart Production session was introduced with the talks “Versatile Factory @ Magna Steyr”, “Electronics - Smart Production of already smart devices” and “Start-ups - smart from the very beginning”. The three speeches with the issues “automotive industry”, “electronics” and “innovators” gave the audience an overview about the latest news and needs from the technical and economical point of view. The discussions on the “World Café” tables with the experts were dealing with the question “How production systems can be created to help innovators during the ramp-up phase of their products?”

The not really easy question triggered statements from different groups of stakeholders. It was pointed out from several persons that the core competences should be stayed internally. It should be forced to establish the innovation as a new global standard. Mister Zitz from Magna advised to start with manual assembling processes, investments to ensure a high quality level are crucial. “Keep it simple and stay innovative” was an advice of one disputant to the young CEO Hermann Stockinger. If we want to strengthen production in central Europe legal barriers must be reduced to the absolute minimum. One promising idea was the configuration of container based flexible production and assembling units with M2M communication and key technologies (additive manufacturing, high speed milling, injection moulding, assembling robots) qualified personal included that can be rent to shorten time to market and to reduce financial risks. Rent a Production will help start-ups to overcome the critical ramp-up phase and to remain self dependently.

The impulse presentations referring Smart Services were done on the topics “chatbot conversation via platforms”, “wearable diagnostics” and “Shopping 4.0”. The major question of the following world café at

the Smart Services Session (especially because of the general topic of Alpbach 2017: “conflict and cooperation”) was: “How must we create smart services in order to maintain human control?”

The outcomes of these very busy discussions were that serious control mechanisms must be implemented for a high acceptance of all these advantageous devices and service. One perspective is the standard GDPR (General Data Protection Regulation) that makes people control their own data (instalment of “kill switches” = Delete Option). Necessary basic for all this is a legal framework on a European level, still better of course on UN-level. The issue of course should not be delegated alone to some governmental rule maker, but that the users of smart services (beginning with the very young people) must be educated in working with data, especially their personal data, much more carefully to create much more consciousness regarding this topic. The mindset of all of us must be widened towards the insight to the power and the weaknesses in working with data. Out of such a self-responsible behaviour. This, e.g. could result in avoiding the purchase of things we maybe do not need at all. The clear and overall message is, that nobody wants to miss the steadily growing offers of smart services, but in order to really enjoy und utilize them without having fear of disliked future consequences our personal habits must be reflected more intensively and maybe even changed.

