

Interactive showroom realized

## **Ars Electronica Solutions designs KEBA-InnoSpace in Linz**

(Linz, February 22, 2024) The KEBA Group AG is a globally active group of companies and specialist for automation solutions. Together with Ars Electronica Solutions, the "KEBA-InnoSpace" was developed at the company's headquarters in Linz – an innovative showroom in which the latest KEBA innovations are vividly presented using interactive media technologies.

In the "KEBA-InnoSpace", several interconnected and consecutive stations offer an insight into the company's various fields of research and innovation. Visitors are guided through the showroom by sound and lighting design as well as scenographic elements – such as autonomous guided vehicles (AGVs).

### **Experience room for innovative technologies**

<https://ars.electronica.art/solutions/en/keba>

Ars Electronica Solutions is responsible for the spatial staging, the presentation interfaces as well as the corresponding sound and lighting design. The latter serves to dramaturgically link the technical elements of the "KEBA-InnoSpace" and turns the tour into an individual journey into the future of intelligent technologies.

The result is an experience space that not only presents innovative solutions from KEBA, but also makes its complex structures tangible and understandable in a creative and emotional way. The showroom is currently open to the company's partners and has been visited by over 3,000 guests to date.

### **About Ars Electronica Solutions**

Ars Electronica Solutions implements multimedia interventions for companies – including exhibitions, showrooms, installations and events. The strategies are individually tailored to the client's needs, translate sophisticated content into accessible formats and establish appealing experience scenarios.

### **About KEBA**

Founded in Linz in 1968, KEBA is now a globally active company with 26 subsidiaries in 16 countries. The Group's business areas include Industrial Automation, Energy Automation and Handover Automation. The automation expert's product portfolio includes control and safety technology, drive technology for machines and robots, ATMs, parcel and handover machines, charging stations for electric cars and heating control systems.