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ReconRobotics and Minnesota High Tech Association Announce Private/Public Initiative for Leadership in Global Robotics Industry

Global robotics industry leaders to assemble at Nov. 17 events on U of M campus

EDINA, MN, Sept. 8, 2011 — ReconRobotics, Inc., world leader in tactical micro-robot systems, in partnership with the Minnesota High Tech Association (MHTA) will host the first Robotics Alley™ event at the Carlson School of Management on Thursday, November 17th, 2011 beginning at 1:00pm.

The event will bring together 250 business and government leaders to discuss the global market growth in the robotics industry, and learn how companies from various fields in the Upper Midwest are leveraging robotics technology and generating job growth. An exposition with displays by sponsoring organizations will highlight the robust Midwest industrial base in robotics. The event – *Robotics Alley: Midwest Regional Robotics Leadership and Opportunity* – will feature a keynote address by internationally renowned robotics expert and futurist Peter Singer, Director at Brookings Institution and author of *Wired for War: The Robotics Revolution and Conflict in the 21st Century*.

The program will also include a series of open-format talks on the business of robotics by leaders from the financial, industrial, legal, policy, and academic sectors; followed by a networking reception with exhibits by regional businesses and organizations working in the robotics marketplace. Experts from the business community will discuss the unique strengths of the Midwest as a regional center of excellence in robotics technology within defense, medicine and agriculture.

“Our state and region is uniquely positioned to attract the investment, government research funds, revenues and jobs that the robotics 'revolution' is generating,” said Alan Bignall, president and CEO of ReconRobotics. “If we don't step forward and lead, some other region undoubtedly will.”

“This inaugural Robotics Alley event will be held in partnership with the MHTA, other leading robotics companies, and state and federal policy leaders, and we have no doubt that it will launch us all on an exciting path forward.”

“The growth of robotics is a strong economic opportunity for Minnesota,” said Margaret Anderson Kelliher, President and CEO of the Minnesota High Tech Association. “We need to find ways to be more productive. That includes robots helping us meet our ever-increasing demands across all sectors of our economy.”

ROBOTICS ALLEY™ BASICS: “Robotics Alley” (www.roboticsalley.org) is a private/public partnership initiative designed to raise the profile of the Midwestern U.S. in the growing global robotics industry.

- WHO** Business, media, investors and policy professionals interested in the future of the Midwestern robotics industry
- WHAT** “Robotics Alley: Midwest Regional Robotics Leadership and Opportunity” – Presentations on the business, finance, legal, policy and economic implications of the growing Midwestern robotics industry; with a keynote address by P.W. Singer, noted robotics expert, futurist, and author of "Wired for War". Event includes a public exposition of cutting-edge robotics business in the region.
- WHEN** Thursday, November 17, 2011 from 1:00 PM – 5:00 PM
- WHERE** Carlson School of Management, University of Minnesota
321 Nineteenth Ave. S., Minneapolis, MN 55455
- PROGRAM COST** Early Bird pricing - **\$95 per ticket**
Ticket prices increase to **\$145** after October 1, 2011
Register at www.roboticsalley.org
- SPONSORSHIPS** To obtain additional VIP event access and expo display space for your organization, please contact: Andrew Borene, Executive Director, Robotics Alley (andrew.borene@reconrobotics.com) 952-935-5515 x108

PROGRAM: Speakers for the 250 event participants will address topics expected to include:

- **Program Introduction** by Minnesota Governor Mark Dayton (invited)
- **Keynote address** by P.W. Singer, author of *Wired for War: The Robotics Revolution and Conflict in the 21st Century*
- **President Obama’s “National Robotics Initiative”** (speaker to be announced)
- **Breakthroughs in Medical Robotics and Surgery** by Dr. Matthew Gettman, M.D., Mayo Clinic
- **International Opportunities in Robotics and Automation** by Ryan Kanne, Director, U.S. Export Assistance Center, U.S. Department of Commerce
- **Global Robotics Markets and U.S. Investors** by a panel of financial experts from various capital markets
- **Cutting-Edge Robotics and Artificial Intelligence Research at Midwestern Universities** with Dr. Andrew Drenner, ReconRobotics; Dr. Nikolaos Papanikolopoulos, Director of the Center for Distributed Robotics, University of Minnesota; and other scientists
- **The Future of “Robotics Alley” a Public/Private Initiative** by Margaret Anderson Kelliher, President, Minnesota High Tech Association and Dr. Patrick McKinney, Chief Operating Officer, ReconRobotics

KEYNOTE SPEAKER: Dr. P.W. Singer, Brookings Institution, Author of *Wired for War: The Robotics Revolution and Conflict in the 21st Century*. Dr. Singer’s book, *Wired for War*, examines the repercussions of robotics and other new technologies on war, politics, ethics, and law in the 21st century. Dr. Singer is a Senior Fellow at the Brookings Institution. CNN named him to their "New Guard" List of the Next Generation of Newsmakers in 2005, and he has been recognized as one of the 100 "leading innovators in the nation" by the Smithsonian Institution. In 2009, Singer was named by Foreign Policy Magazine to the Top 100 Global Thinkers List, of the people whose ideas most influenced the world that year. *Wired for War* made the New York Times non-fiction bestseller list in its first week of release, and was named a non-fiction Book of the Year by The Financial Times.

PUBLIC TECHNOLOGY EXPO: A technology expo open to the public will feature cutting-edge Midwestern robotics and automation technologies, along with table presentations by supporting partner organizations. The expo will run from 12:30pm to 5:00pm, on November 17, in the Atrium of the Carlson School of Management at 321 Nineteenth Ave. S., Minneapolis, MN 55455.

SPONSORS: Robotics Alley is supported by these leading organizations.

- **FOUNDING PARTNERS:** Minnesota High Tech Association (MHTA) and ReconRobotics, Inc.
- **PLATINUM:** Polaris Defense; RiverStar/RiverSide/RiverBend companies; Thomson Reuters
- **GOLD:** Wind River Systems
- **SILVER:** Best Buy; MICROMO; Minnesota Science and Technology Authority; Xollai, LLC
- **SUPPORTING:** ArcLight Technology Consulting, Association for Unmanned Vehicle Systems International; University of Minnesota College of Science and Engineering, University of Minnesota Humphrey Institute of Public Affairs, U.S. Commercial Service (U.S. Export Assistance Center)

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About Robotics Alley™

Robotics Alley™ (www.roboticsalley.org) is ReconRobotics' and Minnesota High Tech Association's private/public partnership initiative designed to raise the profile of the Upper Midwestern United States in the global robotics industry. Our region is uniquely positioned to attract investment, government research funds, revenues and jobs that the robotics 'revolution' will inevitably generate. The founding Robotics Alley event on November 17, 2011 will include other leading companies, government officials including state and federal legislators, and state agencies. It will launch this coalition on an exciting path forward. This event will bring together 250 senior policy leaders, high tech business executives, academics, and media professionals from throughout the upper Midwest and beyond.

About Minnesota High Tech Association (MHTA)

The Minnesota High Tech Association (MHTA) promotes the growth, sustainability and global competitiveness of Minnesota's technology-based economy through public-policy advocacy, member collaboration and education and community outreach. MHTA is the only membership organization that represents Minnesota's entire technology-based economy. MHTA members include organizations of every size – involved in virtually every aspect of technology creation, production, application and education in Minnesota. MHTA works in partnership with TechAmerica, which represents Minnesota's technology organizations nationally. Find out more online at www.mhta.org or follow MHTA on Twitter at @MHTA

About ReconRobotics, Inc.

ReconRobotics (www.reconrobotics.com) is the world leader in tactical, micro-robotic systems. Worldwide, more than 1,300 of the company's robots have been deployed by the U.S. military and international friendly forces, federal, state and local law enforcement agencies, bomb squads and fire/rescue teams. Each day they use the company's mobile Recon Scout® Throwbot® devices to protect their personnel, minimize collateral damage, and gain immediate reconnaissance within dangerous and hostile environments.