

**FANUC America CERT to
Announce New Advanced
Automation Challenge 2.0
at IMTS 2016**

For Immediate Release

ROCHESTER HILLS, Mi – (Sept. 12, 2016) – FANUC America Corporation, the leading supplier of robots, CNCs and factory automation, will announce the winners of their first ever Advanced Automation Challenge, and announce a new challenge – Advanced Automation Challenge 2.0 – at IMTS 2016 in the *FIRST* Theater at the Smartforce Student Summit (Room N-227).

FANUC CERT Advanced Automation Challenge

In early 2016, FANUC America created the Advanced Automation Challenge, a competition that challenges schools involved with FANUC CERT Programs to use STEM skills (science, technology, engineering, math) they've learned through FANUC CERT. Student's entries into the competition would highlight robotic automation technologies, applied to real-world manufacturing applications.

"The skills gap is increasing and manufacturers need a workforce with STEM skills," said Paul Aiello, director, FANUC Certified Education Training (CERT). "To help narrow the skills gap, FANUC America has created the CERT Program, which teaches students how to use and program FANUC robots in a classroom environment."

FANUC America will announce the winners of the 2016 Advanced Automation Challenge on Tuesday September 13 at 12:30pm at the *FIRST* Theater at the Smartforce Student Summit (Room N-227), and at this time FANUC America will introduce the details of FANUC's next Advanced Automation Challenge 2.0. Awards will include a FANUC robot, a FANUC CNC Simulator, a Rockwell PLC/HMI package, FANUC simulation software, and technology from Cisco and Lincoln Electric, representing over \$100,000 investment in STEM education programs.

FANUC CERT Advanced Automation Challenge 2.0

The FANUC Advanced Automation Challenge 2.0 invites all CERT schools to partner with local manufactures to learn about advanced manufacturing and automation systems. This challenge encourages students to work with manufacturers to design a solution or solve a problem using FANUC products or an integrated solution with technology from FANUC, Rockwell, Cisco or Lincoln Electric. Students will have the opportunity to test their STEM (science, technology, engineering, math) skills and critical thinking abilities.

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Students will interview a manufacturer to learn about their processes and consider potential opportunities to apply their skills and knowledge. Students will use their school's robot, CNC, or advanced manufacturing technology to develop/design a workable solution and provide a demonstration.

The goal of this open-ended challenge is to change the perception of what today's advanced manufacturers look like and introduce manufacturers to Tomorrow's Innovators. This challenge will prepare them for exciting STEM career opportunities, develop their problem-solving skills, and introduce them to real-world advanced manufacturing applications.

"Manufacturers need a workforce that is prepared to work in the new, Smart Factories of Industry 4.0.," said Aiello. "FANUC, together with Rockwell Automation, Cisco Systems, and Lincoln Electric, are committed to supporting education programs that serve the needs of the advanced manufacturing industry."

Awards will include a FANUC Robot, a FANUC CNC Simulator, a Rockwell PLC/HMI package, FANUC Simulation software, and technology from Cisco and Lincoln, representing over \$100,000 investment in STEM education programs. Submission deadline for the challenge is January 5, 2017, and winners will be announced February 15, 2017. To learn more, [click here](#).

About FANUC America Corporation

FANUC America Corporation is a subsidiary of FANUC CORPORATION in Japan, and provides industry-leading robotics, CNC systems, and factory automation. FANUC's innovative technologies and proven expertise help manufacturers in the Americas maximize efficiency, reliability and profitability.

FANUC America is headquartered at 3900 W. Hamlin Road, Rochester Hills, MI 48309, and has facilities in: Atlanta; Boston; Charlotte; Chicago; Cincinnati; Cleveland; Houston; Los Angeles; Minneapolis; Montreal; Pine Brook, NJ; Pontiac, MI; San Francisco; Seattle; Toronto; Buenos Aires, Argentina; Sao Paulo, and Manaus, Brazil; and Aguascalientes, Mexico City, and Monterrey, Mexico. For more information, please call: 888-FANUC-US (888-326-8287) or visit our website: www.fanucamerica.com. Also, connect with us on [YouTube](#), [Twitter](#), [Facebook](#), [Google+](#) and [LinkedIn](#).

FANUC America Corporation PR contacts:

Derek Sheedy
Marketing Communications Specialist - CNC
FANUC America Corporation
T: 847-898-5679
E: derek.sheedy@fanucamerica.com

Cathy Powell
Industry Marketing Manager – Robotics and ROBODRILLS
FANUC America Corporation
T: 248-377-7570
E: cathy.powell@fanucamerica.com

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