

## PRESS RELEASE: August Robotics Wins IAEE Tech Start-Up Competition

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August Robotics is delighted to announce that it was crowned the winner of the 2018 IAEE Tech Start-up Competition at the IAEE Expo! Expo! event held in New Orleans from 11 to 13 December 2018.

Pitching against a field of 22 high-calibre start-ups to a panel of event industry expert judges, August Robotics came out on top with its revolutionary trade show floor marking robot Lionel. The judges were particularly impressed by Lionel's ability to bring automation and innovation to trade shows, and the value creation that such a solution is able to provide to trade show companies and contractors around the world.

Lionel is an autonomous robot that is able to integrate seamlessly into the existing workflows of trade show companies, completely automating the floor marking process whilst improving accuracy, speed and worker safety for the traditionally labour-intensive floor marking task.

"We are honoured and humbled to win this award against a very impressive field of technology companies. We have a strong belief in Lionel's ability to create significant value across the trade show industry value chain, and are looking forward to working closely with a number of companies here in the many years to come," said Andrew Wang from August Robotics.

August Robotics was represented at Expo! Expo! by Executive Director Varun Divgikar and Business Strategy Manager Andrew Wang, who presented Lionel to an audience of trade show industry leaders from across North America. The Hong Kong-based robotics and artificial intelligence company aims to bring automation and innovation to trade shows, helping trade show companies and venues to make their exhibition build-up processes more reliable, efficient and safe.



Lionel the floor marking robot will begin its roll-out to trade shows across North America during 2019.

### About August Robotics

August Robotics' mission is to build a suite of application-specific robots to automate workflows for businesses. August Robotics believes in the potential for robots and humans to collaborate and co-operate, enhancing business workflows in a manner that benefits people and businesses across the economy.

August Robotics was founded in 2017 and is headquartered in Hong Kong. The company is a genuine high-tech innovator and performs its R&D activities in southern China, in the midst of the world's largest and most sophisticated hardware and electronics supply chain. August Robotics will distribute its suite of specialised robots globally, with key markets being Western Europe, North America, and Asia Pacific.

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