



Media Diary Note

Reserve your places for EUROBOT - The 7th European Robotics Challenge

The 7th edition of **EUROBOT** will take place from **21-23 May 2004 in the town of La Ferté-Bernard, France**. The enormous – and growing - popularity of this event has fuelled its progression from a relatively small-scale championship between four countries in 1998 to a major event involving, this year, 43 teams from 21 countries across Europe and, indeed, the world.

EUROBOT is one of the most sophisticated robotics competitions in the world, pitting completely autonomous robots against one another in a pre-set 'challenge'. The competing teams must explore possibilities in a variety of scientific disciplines - mechanics, computing electronics - to devise the best strategy possible for the competition.

The idea has proved very successful with technically-minded students and science clubs and has provided an original way of having fun with science. Combined with the International Festival of Art and Technology (ARTEC Festival), the atmosphere is resolutely festive. This year's challenge, for example, is '**Coconut Rugby**' and participants and spectators alike are invited to enter into the tropical spirit! (for the rules of the game go to www.eurobot.org).

The competition also has a serious side however. It provides an important training ground for our engineers of the future and a forum for bringing the latest developments in this field to the attention of the general public. It also offers a valuable occasion for students to meet with professionals, exchange ideas and perhaps explore future employment opportunities.

The public interest in the event is high with a record 80,000 visitors last year and a television audience of **3.5 million viewers**. The event is covered each year as part of the science programme '**e=M6**' which is produced for the **M6** TV channel by the VM Group – one of the principal instigators of the Robotics Cup in France. **EUROBOT** is jointly organised by the VM Group, Planète Sciences and the town of La Ferté-Bernard which hosts the event.

EUROBOT and the European Union

The great success of **EUROBOT** has led to increasing interest from a wide range of sponsors. This year, the organisers are very pleased to announce the support of the European Union. The European Commission's Directorate-General for Research is, for the first time, **official sponsor of EUROBOT 2004**. The European Commission - DG Research - is enthusiastic about the event which can only help to support the Commission's goal of making science and technology more attractive to young people. **Indeed, the prizes for this year's contest will be awarded in Brussels, in November, as a part of the**



activities organised for European 'Science Week'. The rules of the 2005 'Challenge' will be announced at this time and there will be an opportunity for a 'questions and answers' session. A small practical demonstration is also foreseen.

Technical assistance and sponsored participation

Technical assistance will be made available for journalists wishing to attend the event and a number of places will be sponsored by the organisers. In particular, audiovisual journalists will have the support of a team of trained personnel and a range of pre-prepared audiovisual materials will be made available to them.

For further information, please contact:

If you would like to receive **more specific information** about the event, please contact:

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Eurobot 2004: www.eurobot.org



CONFIRMATION OF ATTENDANCE
IMPORTANT

PLEASE FAX BACK TO +32.2.761 19 06

To apply for your attendance, please send e-mail or fax enclosed form to:

Fax: +32.2.761 19 06, E-Mail: gerald.alary@ddb.be

CONFIRMATION OF ATTENDANCE
EUROBOT
La Ferté-Bernard (France), 22-23 May 2004

Yes, I would like to attend the **event**

Name >

Media/Publication >

Press Card No. >

Address >

Tel./Fax >

E-Mail >

In addition, I wish to use a TV crew from VM Group to film my own report and interviews.

No, I am unable to attend, but would like to receive further information (**press kit**) + a beta copy of the report made by VM Group (Free of charge and free of rights for broadcasting)

Participating media will receive assistance in advance logistical planning and complete practical details prior to the event.

For audiovisual media:

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