### **SHARED VISION OF DIGITALIZAION**

### Minister Judith Gerlach visits LAUDA headquarters

Lauda-Königshofen, December 1, 2021 - The Bavarian Minister of State for Digital Affairs, Judith Gerlach, has awarded LAUDA DR. WOBSER GMBH & CO. KG in the neighboring state of Baden-Württemberg. Thereby, the politician, who heads the first nationwide Ministry for Digital Affairs only in 2018, was able to get an idea of the digitalization and innovation activities of the world market leader for precise temperature control. In lively discussion rounds, the participants, including the three managing directors of LAUDA, Dr. Gunther Wobser, Dr. Marc Stricker and Dr. Mario Englert, as well as the managing director of new.degree, Birgit Dillmann, were able to constructively discuss the insights gained and exchange practical views with the Minister of State on necessary measures for the digitization of German SMEs.

Judith Gerlach gained a detailed insight into the digital agenda of the medium-sized company from Tauber-Franconia at three stations that had been specially prepared for the minister at LAUDA's headquarters. For example, Managing Director Dr. Marc Stricker impressed her with a hands-on presentation of LAUDA.LIVE, a digital platform that allows temperature control units to be controlled, networked and monitored in real time via a cloud application. In addition to a virtual reality demonstration of the virtual LAUDA showroom, the managing director of Brainstation GmbH & Co. KG, Lisa Straub, wowed the audience with a detailed presentation of the vision of a supra-regional innovation center that is to be built at the Lauda train station.

"Digitization knows no borders," said Judith Gerlach in her keynote speech at the event. Direct exchange like here at LAUDA is important, especially in times of Corona. After all, it's all about changing structures and processes. The momentum that digitization has gained from the pandemic must now become a pendulum movement.

**About LAUDA**

We are LAUDA - the world leader in precise temperature control. Our constant temperature equipment and heating and cooling systems are at the heart of many applications. As a complete one-stop supplier, we guarantee the optimum temperature in research, production and quality control. We are your reliable partner, particularly in the fields of automotive, chemical/pharma, semiconductor and laboratory/medical technologies. We have been inspiring our customers for more than 65 years with our competent mentoring and innovative, environmentally-friendly concepts - new every day and all over the world.

**Picture 1: pic\_LAUDA\_Gruppenbild\_Judith\_Gerlach\_21-11-29\_roh**

The Bavarian Minister of State for Digital Affairs, Judith Gerlach, visits LAUDA together with the CEO and President Dr. Gunther Wobser, the COO Dr. Marc Stricker and CFO Dr. Mario Englert (from left).

**Contact LAUDA**ROBERT HORN

Manager Online and Content

T + 49 (0) 9343 503-162

F + 49 (0) 9343 503-283

robert.horn@lauda.de
www.lauda.de