



INVITATION TO THE MEDIA – FET11, 4-6 May, Budapest

You are invited to discover the best of Europe's future technologies in an inspiring event!

Digital technologies have totally changed our way of life over the past decade but have you ever wondered how quickly new technologies develop and what impact they will have on our future? If you believe that what is in the imagination today will become a reality tomorrow your place is at Fet11!

What you will experience at FET-11

A 3-day event gathering more than 1000 people specialised in Future & Emerging Technologies.

- ⇒ **Conference.** Top scientists and high-level policy makers will talk about visionary, high risk and long-term research in information science and technology. Key speakers include: *Neelie Kroes* Vice-President of the European Commission for the Digital Agenda, *Artur Ekert* Professor of Quantum Physics at Oxford University, *Rodney Douglas* specialist in neuroinformatics, *Gábor Prószéky* CEO of Morphologic the first language technology company in Hungary, and others.
- ⇒ **Exhibition.** 28 of the most innovative European projects will showcase their latest achievements. Touch and feel technologies that make the human brain and computers interact, prototypes of human-like robots, devices made out of graphene, pervasive and adaptative systems, a digital holographic microscope and more!
- ⇒ **Launch of 6 FET Flagships Pilots.** Neelie Kroes will launch the FET Flagships Pilots, which are six very ambitious science-driven projects that aim to achieve major scientific and technological breakthroughs. Each Pilot will run for at least 10 years with a budget of up to €100 million per year.
- ⇒ **Launch of FET House.** Teenagers can awaken their passion for science and technology by visiting each room in the FET House. This innovative website and application showcases stories about young researchers involved in FET projects.
- ⇒ **Science Café** is a casual meeting place for discussions where people can present their ideas in informal ways, including 20x20 format presentations (20 slides, 20 seconds maximum per slide).
- ⇒ **Extraordinary artistic performance.** The Research Centre CasaPaganini will perform "Touching music" - a show that bridges tango music, technology and dance.

Where and When: Budapest Congress and World Trade Center, Hungary, 4-6 May 2011

Conference programme and additional information: www.fet11.eu

Special arrangements for the media

- ⇒ Free entrance for journalists and science bloggers - registration on the website
- ⇒ Interview opportunities with keynote speakers and decision-makers
- ⇒ Bilateral meetings opportunities with scientists and researchers
- ⇒ VIP guided-tour of the exhibition
- ⇒ A fully-equipped press room and a team to help you on the spot

For press enquiries:

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