

Announcing the Industry 4.0 Classroom Experience at ACTE CareerTech VISION 2023

Visit Festo Didactic, NC3 and industry partners at Booth #801 Nov 29 - Dec 2

Visitors at the Festo booth can step into a simulated Smart Factory environment. Highlights of Festo's product portfolio will be on display with demos guided by STEM teachers and engineers – from cobots and bionics to electronics and AI-supported systems.

In collaboration with certification entity NC3 and industry partners, Festo Didactic will co-host, for the second year in a row, an interactive shared learning space at ACTE CareerTech VISION 2023. STEM teachers and engineers at the Festo booth will demonstrate an innovative product range designed to make factory learning easier, safer and more interactive.

“We’re thrilled to be back at CareerTech VISION after having an overwhelmingly positive response to the Industry 4.0 Classroom last year,” said Octavio Rojas, Sales Director for Festo US. “Our goal is to provide an authentic and highly immersive learning exhibition in order for visitors to understand where the industrial workforce is headed. Competitive, high-tech jobs in manufacturing are waiting to be filled by candidates with the right training, qualifications and credentials.”

With the increasing prevalence of cobots in advanced manufacturing, there’s a growing need for qualified employees who have the knowledge and skills to manage complex IIoT systems, some of which are AI-supported. Adoption of generative AI technology is expected to help manufacturers scale operations and boost efficiency. Revenue added from generative AI in manufacturing is estimated to reach \$10.5 billion by 2033, according to [ABI Research](#).

Festo’s educational systems are designed to mirror real-world human-machine interactions in the industrial sector. With the [Cyber-Physical Factory](#), workpieces are recognized by AI algorithms, which are then either incorporated into the manufacturing line by a collaborative robot (cobot) or handed to a human worker for quality inspection. At the booth, Festo will demonstrate a cobot equipped with a UR3e robot and an AI-powered camera capable of gesture recognition. This setup enables object recognition and tracking, allowing the cobot to pick up items by sensing touch and then hand them over to booth visitors. It also provides an opportunity to explore neural networks, machine learning, and advanced gripping systems in detail. The entire process is facilitated by the 'candy cobot', along with Festo bionics kits.

In addition to AI, virtual reality also makes it possible for learners to acquire important real-world skills that may be difficult to teach using conventional methods. VR encourages learners to experiment freely, make mistakes and gain practical experience. It’s an engaging, fun, and

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safe way to introduce them to a cyber-physical industrial work setting. In the future, VR learning from Festo will be available on the [Festo LX](#) digital learning portal in combination with other digital and physical learning systems.

“We’ve turned the page again on technological capabilities in the production industry,” said Stefany Gurgel, an engineering teacher at Jewish Leadership Academy. “It’s an exciting time in terms of career opportunities in this field, and our students understand the value of having hands-on training and access to the latest industrial advancements. Speaking from experience, I appreciate how Festo partners with educators to provide tools and training systems that reflect the high-tech, fast-paced world we live in.”

NEW - Electeo

Electeo, an innovative new learning solution from Festo Didactic, will be unveiled at VISION for the first time. Electeo is designed to streamline electronics skills development in vocational, technical, and engineering education and training. Electeo unlocks its full potential when used in combination with Festo LX for a completely online solution. The digital courses allow teachers to create, plan, and assign courses, and track and report on learners’ progress.

For more information, and to receive a demo, stop by the Festo booth.

Press Images



ACTE CareerTech VISION 2023

Festo’s cobot learning systems include human-robot collaboration with object recognition, tracking and touch control.

Festo Didactic North America

Festo leverages its automation expertise to provide comprehensive industrial and technical education solutions. Festo Didactic is committed to providing educators and employers with the hands-on training, digital coursework and blended learning solutions needed to close the STEM skills gap. Our lab equipment, curriculum and certification programs are thoughtfully designed to support various learning pathways and on-the-job training. With over 30,000+ certifications issued and 36,000 Festo-equipped educational institutions, Festo Didactic and its partners are preparing students and employees for the future of work. Learn more at [Festo.com](#)