

Media release

Kistler Group is new lead sponsor of Technorama

Winterthur, 12 April 2018 – The Kistler Group reaffirms its commitment to Winterthur as lead sponsor of the Swiss Science Center Technorama. The partnership is focused on comprehensively equipped physics laboratories where visitors, teachers and school classes can conduct their own experiments.

The key importance of informal experiential learning in promoting STEM subjects is undisputed. Against this background, the global leader in dynamic measurement technology and the Swiss Science Center Technorama have signed a three-year partnership. Kistler's commitment is aimed at sparking visitors' enthusiasm for science and emphasizing the significance of Winterthur as a technical research and production hub.

The partnership between Kistler Group and Technorama focuses on three aspects:

- **Operation of the physics laboratories** – Kistler supports the operation of Technorama's two modern, comprehensively equipped physics laboratories. The 30,000 annual visitors have the opportunity of conducting their own experiments in the laboratories, and supervised workshops on various physics subjects are also offered.
- **Continuous training for teachers** – Technorama's education team uses the physics laboratories and their experimental options for staging teacher training courses.
- **Corporate Family Day** – Given its 630 employees at the company headquarters in Wülflingen, Kistler is also a key employer in Winterthur. The annual Corporate Family Day is an opportunity for employees and their families to actively enjoy the Technorama for a day.

Kistler Group already decided last year to focus its sponsoring activities in the future by investing in a lead sponsorship which is in perfect harmony with the corporate culture and sponsoring guidelines. Lead sponsorship of Technorama reflects not only the partners shared passion for innovation and technology, but also their commitment to Winterthur. As CEO Rolf Sonderegger remarks "We are proud to have found Technorama as a partner whose keen dedication to science and technology matches our own".

The partnership between Kistler and Technorama began in 2011 in connection with the "Measuring Man" special exhibition, which has been back on show at Technorama since Easter. Three of the exhibits have force plates developed by Kistler inside. The continuation of this partnership not only emphasizes the significance and status of Technorama as Switzerland's largest out-of-school science learning center, but also its role as a unique cultural and leisure institution in Winterthur.

Swiss Science Center Technorama

With its 500 experimental stations, six laboratories, presentations and demonstrations, the Swiss Science Center Technorama in Winterthur is one of the world's largest science centers. School classes numbering more than 60,000 students are among its 280,000 visitors annually. Countless experiment options await, letting visitors experience natural and technical phenomena with all the senses; and touching is not only allowed, but an absolute necessity. The exhibitions encourage visitors to learn through play, as they seek out phenomena and enjoy open access to explore, their curiosity piqued by amazing and unexpected experiences. The Swiss Science Center affords an indispensable contribution to scientific literacy among a wider public and the promotion of STEM subjects (science, technology, engineering and maths) by inspiring the interest of children and young people in science and technology, and helping teachers to design lessons in STEM subjects.

www.technorama.ch



Shared passion for innovation and technology (from left to right): Rolf Sonderegger, the CEO of Kistler Group, Prof. Dr. Werner Inderbitzin, President of the Board of Trustees Technorama and Thorsten-D. Künnemann, Director Technorama, look forward to a prosperous partnership. (Source: Kistler Group)



The exhibition "Measuring Man" is back and with it three exhibits which have force plates of Kistler inside. (Source: Kistler Group)

Media contact

Alexandra Sasidharan-Scherrer
Corporate Communications
Tel.: +41 52 224 15 95
E-Mail: alexandra.sasidharan-scherrer@kistler.com

About the Kistler Group

Kistler is the global leader in dynamic measurement technology for measuring pressure, force, torque and acceleration. Cutting-edge technologies provide the basis for Kistler's modular solutions.

Customers in industry and science benefit from Kistler's experience as a development partner, enabling them to optimize their products and processes so as to secure a sustainable competitive edge. The owner-managed Swiss company's unique sensor technology plays a key role in the evolution of automobile development and industrial automation, as well as in numerous emerging sectors. With a broad knowledge of applications and its absolute commitment to quality, Kistler is making an important contribution to the further development of current megatrends. This includes topics such as electrified drive technology, autonomous driving, emission reduction and Industry 4.0.

Some 1 860 employees at 61 locations worldwide are dedicated to developing new solutions and offer customized service for individual applications. Since its founding in 1959, the Kistler Group has grown along with its customers, generating sales of CHF 422 million in 2017. Approximately 8% of this went back into research and technology — and thus into achieving better results for all our customers.