

Press release

Cradle of innovations: dataTec supports eltefa-thon

New format of the electrical trade fair brings together young people from the trades, IT and AI / Interdisciplinary work on solutions for buildings of the future

Reutlingen, 23 March 2023 - The word creation "eltefa-thon" sounds unusual, but is quickly explained: It is a combination of the name of the Stuttgart trade fair for electrical engineering, energy, buildings and industry, "eltefa", and the term "hackathon", an event format where young experts meet to solve a specific problem in a cooperative and competitive environment and within a specified, limited period of time.

Hackathons originated in the field of IT, but many other areas have since been added. Today you can find HR hackathons, business hackathons or music hackathons - and the eltefa-thon. What is special about this event is the approach of building a bridge between crafts and IT. Young craftsmen and women as well as specialists from the fields of IT and AI are given the chance to develop innovative approaches for the planning, realisation and operation of buildings of the future in interdisciplinary teams live on two days at the eltefa. dataTec, the specialist distributor for test and measurement technology from Reutlingen, supports the work of the young specialists financially and with equipment. As a working tool, dataTec provides a high-quality measuring device for testing electrical installations.

The challenge: Sustainable and energy self-sufficient neighbourhoods need intelligent monitoring and control solutions so that they can dynamically adapt to a change in use over their life cycle. By contributing the best of both worlds with creativity and commitment, the participants from the crafts and IT at the eltefa-thon aim to make a real contribution to the future and together raise products and technologies to a new level.

"As a trade fair advisory board and sponsor, we created the eltefa-thon together with Messe Stuttgart and other advisory board members because we believe in innovation as the basis for continuous development," says Jörg Scholl, member of the management

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board at dataTec. "If we want to develop and operate smart buildings and cities, we have to break new ground and bring together people with different potentials. Only in this way is progress possible."

The success of the hackathon and eltefa-thon event format derives from the creative freedom and a particularly productive environment. The young experts do not have to follow any particular methodology or the rules of a company and are free from all development restrictions. In addition to solving concrete tasks, participants have the opportunity to learn, exchange ideas and network with sponsors and supporters.

The eltefa-thon will be held on 28 and 29 March at the Stuttgart Trade Fair Centre. There are still a few places available. For participants, the event is free of charge; for visitors, admission is covered by the fair ticket. All information on conditions of participation and registration can be found on the Messe Stuttgart website at: <https://www.messe-stuttgart.de/eltefa/besucher/rahmenprogramm-2023/eltefa-thon>.

About dataTec

dataTec AG is Germany's leading specialist distributor for test and measurement technology. Since 2018, dataTec has been pursuing the European expansion of its sales activities and is currently active in Spain, Switzerland, Austria and in the Nordic countries of Sweden, Estonia and Finland. The broad product portfolio of more than 50 manufacturers includes power supply units, oscilloscopes, modular measurement technology, test systems, test equipment and thermal imaging cameras. With over 120 employees, the Swabian family-owned company advises customers from a wide range of industries and sectors - from industrial companies to public authorities and educational institutions - from its headquarters in Reutlingen.

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