Automate 2025 Post-Event Report

May 12–15, 2025 | Huntington Place, Detroit, MI

Event Overview

Automate 2025 solidified its position as North America's premier automation and robotics event. Held at Huntington Place in Detroit, Michigan, the show featured over 850 exhibitors across 325,000 square feet of exhibit space and attracted more than 35,000 registrants. Attendees explored the latest advancements in robotics, artificial intelligence (AI), machine vision, motion control, and industrial automation technologies.

Keynote HighlightS

Each morning of Automate 2025 commenced with thought-provoking keynotes from industry leaders:

Deepu Talla, Vice President of Robotics and Edge AI at NVIDIA, presented "Industrial Autonomy in the Era of Physical AI." He discussed how physical AI and NVIDIA's innovative ecosystem are revolutionizing automation by transforming it from a static system to a dynamic, adaptive technology, impacting sectors from manufacturing to autonomous vehicles. He emphasized the role of AI in enabling real-time decision-making, intelligent edge computing, and seamless human-machine collaboration across industries, setting the stage for next-generation industrial autonomy.

Aamir Paul, President of North America Operations at Schneider Electric, delivered "Redefining Industry: A Bold New Era for American Manufacturing and the Opportunities It Creates for the American Workforce." He explored how advancements in AI, automation, digitalization, and sustainable infrastructure are reshaping U.S. industry and creating new workforce opportunities. He also highlighted the importance of public-private partnerships, workforce upskilling, and resilient supply chains in driving inclusive growth, empowering communities, and securing America's leadership in the global industrial transformation.

AAMIR PAUL
Redefining Industry: A Bold New Era for American Manufacturing and the Opportunities it Creates for the American Workforce

BRAD HOLMES & DAN MILLER
How to Build a Winning Culture: A View from the NFL

Brad Holmes, Executive Vice President and General Manager of the Detroit Lions, along with Dan Miller, Fox 2 Sports Director and voice of the Lions, shared insights on organizational transformation and leadership, drawing parallels between sports management and industrial innovation. They emphasized the value of culture, resilience, data-driven decision-making, and strategic vision in building high-performing teams—lessons that resonate across industries navigating rapid technological change and competitive disruption.

ALL AUTOMATION

A standout moment came from Ujjwal Kumar, Group President at Teradyne Robotics, who challenged the audience to look beyond the buzz:

"Amidst the excitement, how do we differentiate between hype and reality? What does industry truly need to drive real value, and what is merely hype designed to captivate newsreaders?"

UJJWAL KUMAR
Tech Hype vs Industrial Need: Separating Science Fiction from Scalable Solutions

Key Themes and Insights

AI-Driven Automation: The integration of AI into automation processes was a central theme, highlighting how intelligent systems are enhancing efficiency and decision-making across industries

Human-Robot Collaboration: Advancements in collaborative robots (cobots) were showcased, emphasizing safer and more efficient human-robot interactions in various applications.

Sustainable Manufacturing: Exhibitors presented eco-friendly automation solutions aimed at reducing environmental impact and promoting sustainable practices.

Workforce Development: Discussions focused on training and upskilling programs to prepare the workforce for evolving automation technologies, ensuring inclusive growth.

Notable Events and Features

Startup Challenge: Sponsored by NVIDIA and Microsoft, this competition featured 10 innovative startups competing for a $10,000 prize, highlighting breakthrough approaches in safety, orchestration, sensing, and AI.

Education Pavilion: A dedicated space for educators and students, featuring robotics challenges and showcasing the role of education in advancing automation technologies.

Empowerment Forum: An event celebrating the achievements and potential of women in the automation industry, featuring keynote speaker Dianne Eldridge and panelists from leading organizations.

In a world flooded with AI promises, Kumar's keynote—"Tech Hype vs. Industrial Need: Separating Science Fiction from Scalable Robotics"—was a timely call for clarity, urging leaders to focus on scalable, impactful innovation rather than being distracted by short-lived tech trends. His insights resonated deeply with manufacturers, technologists, and decision-makers aiming to make practical investments in future-ready automation.

We look forward to seeing how the insights and innovations from Automate 2025 shape the months ahead, and to even greater impact in the next edition of this landmark event.

CONCLUSION

Automate 2025 was more than just a showcase of automation technologies—it was a bold statement about the future of industry, innovation, and workforce transformation. From groundbreaking keynotes by leaders at NVIDIA, Schneider Electric, and Teradyne Robotics, to dynamic exhibits and startup showcases, the event delivered unmatched value for attendees across every sector.

The themes that emerged—AI integration, physical autonomy, sustainable manufacturing, and workforce empowerment—underscore a critical truth: automation is no longer just a tool for efficiency, but a catalyst for systemic change. It's transforming how we build, collaborate, and grow, while redefining job roles, accelerating innovation cycles, and fostering smarter, more resilient industrial ecosystems across the globe. The event also emphasized the need for cross-industry collaboration, ethical AI deployment, and inclusive workforce strategies to ensure equitable growth. As automation advances, so must our commitment to responsible innovation and preparing people for the industries of tomorrow.

Innovation on Display: How Exhibitors Shaped the Future of Automation

From AI-powered inspection to collaborative robotics, top brands at Automate Show 2025 unveiled cutting-edge solutions driving intelligent, efficient, and sustainable manufacturing forward.

One of the defining strengths of Automate Show 2025 was the sheer depth of exhibitor innovation. With more than 800 companies present, this year's show wasn't just a trade event—it was a high-powered launchpad for the next wave of intelligent manufacturing technologies.

Arduino made a standout appearance with the unveiling of Rileva ME, a smart maintenance solution that leverages real-time sensors and predictive analytics to reduce unplanned downtime in industrial settings. Paired with their **ACE-120learning** platform, Arduino is pushing open-source innovation deeper into enterprise manufacturing and workforce training.
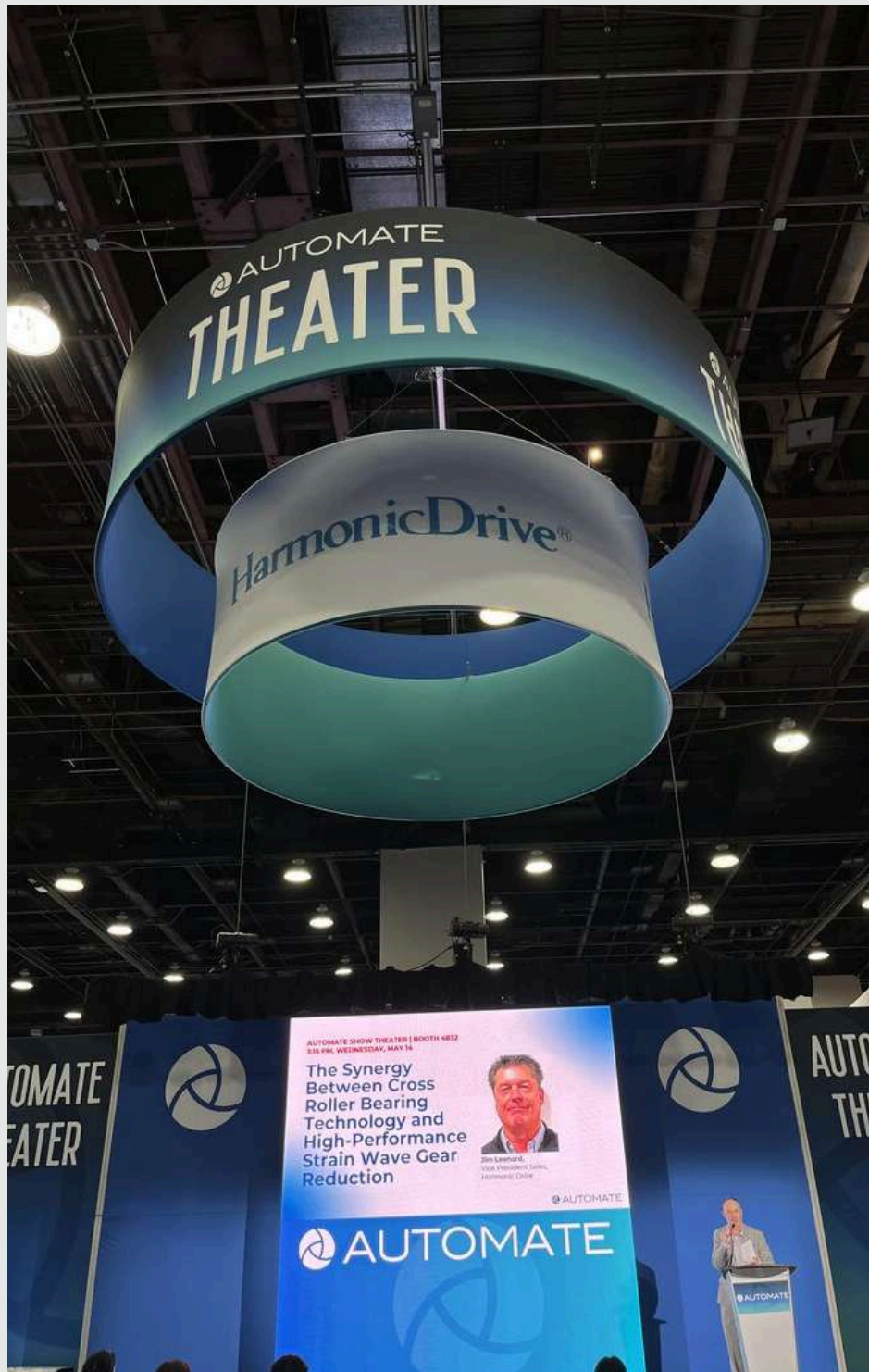
UnitX grabbed attention with its launch of **FleX**, hailed as the most accurate inline visual inspection system in its class. Using AI-powered computer vision, FleX enables real-time quality assurance that minimizes defects and drastically reduces waste—a breakthrough for high-precision manufacturing environments.

Weidmuller USA demonstrated its **SNAP IN robotic system,** an automated wiring and connection solution designed to simplify complex electrical assemblies. This innovation stands to significantly cut installation time and boost production efficiency, especially in panel building and control cabinet manufacturing.

Meanwhile, **OnRobot** showcased new collaborative end-of-arm tooling systems that enhance robot versatility and safety in shared workspaces. Their tools are designed to be plug-and-play compatible, promoting fast deployment in automation-first production lines.

Also drawing crowds, **ABB, Fanuc, and Universal Robots** each debuted upgrades in cobot technology, reinforcing their dominance in scalable, flexible robotics.

Together, these exhibitors didn't just present products—they introduced practical, deployable solutions that reflect the new priorities of modern manufacturing: efficiency, adaptability, intelligence, and sustainability. Their innovations set the tone for where the industry is heading—and who's leading it.

Automate Show 2025: Where Innovation Meets Industry

From physical AI to predictive maintenance, Detroit's premier automation event showcased the technologies and ideas transforming today's factories into intelligent, autonomous ecosystems.

Held at Huntington Place in Detroit, Automate Show 2025 brought together the biggest minds and brands in industrial automation, robotics, and AI. With over 800 exhibitors and thousands of attendees, the event was a testament to how rapidly automation is moving from concept to execution. Across four packed days, keynote sessions, product launches, and tech demos spotlighted a new era of intelligent industry.

Key Announcements
Among the most anticipated moments was NVIDIA's Deepu Talla, who kicked off the event with a keynote on "Physical AI," introducing new edge computing platforms to power industrial autonomy. Schneider Electric's Aamir Paul followed with a compelling session on reskilling America's workforce and why the future of open, flexible automation is key to long-term competitiveness.

News
Arduino revealed two major innovations: Rileva ME, a predictive maintenance tool designed to reduce downtime in factories, and ACE-120, an industrial learning platform to bridge skills gaps. Meanwhile, UnitX launched FleX, a real-time visual inspection system capable of detecting manufacturing defects with industry-leading accuracy.

Developments
The Startup Challenge showcased rising disruptors in mobile robotics, AI-driven safety systems, and scalable automation software. Winners of the Innovation Awards stunned audiences with breakthroughs in AMRs, machine vision, and sustainable automation systems, reflecting the industry's hunger for clean, scalable tech.

Conclusion
Automate Show 2025 didn't just show what's next it defined what's now. Automation is no longer a luxury or long-term goal. It's a present-day necessity, and the companies moving fastest are those embracing technology not just as a tool —but as a core strategy.