

FIZ CHEMIE Berlin (FCH) PRESS RELEASE for ACHEMA 2009, Frankfurt am Main, May 11th-15th

FIZ CHEMIE Berlin and the University of Applied Sciences Wildau are a highlight of ACHEMA 2009 with their innovative trade fair concept "New Paths through the Training Jungle". Visitors to the event can familiarize themselves with the latest research knowledge on real equipment for chemical process and biosystems technology in combination with e-learning modules at terminals and take their acquired knowledge home with them. The large fair stand has 180 m² of space combining learning, entertainment and relaxation (edutainment)

ACHEMA Trade Fair Highlight: e-Learning with Real Equipment

Berlin, April 1, 2009 – FIZ CHEMIE Berlin and the University of Applied Sciences Wildau will show "New Paths through the Training Jungle" at the chemical trade fair ACHEMA 2009 May 11th-15th in Frankfurt am Main. Stand F13-G14 in Hall 4.2 has 180 m² of exhibition space in which the partners will demonstrate how imparting knowledge of chemical application R&D can be combined with entertainment, a technique known as "edutainment". Interactive digital media (pictures, sound, video and animations) are combined with elements of entertainment to result in learning and fun for vocational training.

The University of Applied Sciences Wildau will present the latest research and development work with real equipment for chemical process and biosystems technology operating at the exhibition stand. Visitors to the event can use terminals to monitor what happens in an injection molding machine as it produces chips for shopping carts, or measure alcohol with a breathalyzer, and observe the processes in a biofuel cell or a fermenter. In parallel they can learn at terminals which chemical and technical processes are behind it all. The multimedia editorial service of FIZ CHEMIE Berlin has prepared the processes for representation in multimedia learning modules on the terminals. They explain the processes and invite a deeper examination of the areas of research with supplemental background information provided. For example, a quiz at the terminal provides entertainment and motivation as it shows interested persons their own level of knowledge and provides answers to fill in the gaps.

The learning modules are embedded in the learning encyclopedia ChemgaPedia, which FIZ CHEMIE Berlin has provided on the Internet for schools as well as institutes for research and higher education. This enables visitors to the trade fair to take home acquired knowledge of lasting interest and value. With 16,000 content pages and more than 10,000 users each day in research, science, education and industry, ChemgaPedia is the largest and most utilized teaching platform on the Internet in the German language. The platform offers scientific and technical training material for chemistry and related disciplines.

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About FIZ CHEMIE Berlin

FIZ CHEMIE Berlin is a non-profit organization supported by the German federal and state governments with the primary task of providing those in science, education and industry with high-quality information services for general chemistry, chemical technology and related fields. The organization is certified according to the DIN EN ISO 9001:2008 quality standard. FIZ CHEMIE Berlin maintains relationships with research and information institutes in Germany and abroad and has marketing agreements with partner organizations around the world. The technical information center is committed to the advancement and integration of technical information for chemistry at national and international levels. FIZ CHEMIE Berlin is a service institute in the Gottfried Wilhelm Leibniz Scientific Community (Wissenschaftsgemeinschaft Gottfried Wilhelm Leibniz - WGL)

About the University of Applied Sciences Wildau

The University of Applied Sciences Wildau, in the Berlin-Brandenburg technology area southeast of Berlin, was founded by the state of Brandenburg in 1991. Wildau is a location rich in engineering tradition. In 1949 a company technical school was established here, which was deeply rooted in machine construction. Today, along with the traditional vocational training for engineering sciences, other subjects such as business economics, management and law, commercial information technology and logistics round out the curriculum at the university. The department for biosystem technology and bioinformatics at University of Applied Sciences Wildau works together with FIZ CHEMIE Berlin in regard to AICHEMA. Information on the areas for the teaching curriculum, research and development in the department can be found online at: <http://www.tfh-wildau.de/bio/>

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