

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

Next week at ACHEMA 2009 in Frankfurt am Main, exhibits for research and development topics will be presented in learning modules on information terminals. These will be virtual reflections of current research. / Creative implementation of knowledge transfer at a hands-on trade show stand provides insight into the future of efficient communication of complex technical knowledge / FIZ CHEMIE Berlin and the University of Applied Sciences Wildau show innovative ways out of the information jungle with their exhibition partners, the German National Library of Science and Technology (TIB) in Hanover, FIZ Technik e.V. and MedInnovation GmbH, on 180 m² in Hall 4.2 (F10-G14).

Innovative transfer of research knowledge at ACHEMA: a microreactor mixes delicious cocktails

Berlin, Frankfurt, Mai 6, 2009 – Injection molding machines can produce miniature gears from plastic which are smaller than the head of a match. Water bears survive droughts and cold periods in a condition similar to death from which they emerge only if living conditions are suitable for them. Perhaps soon, energy can be recovered in biofuel cells from kitchen wastes. These examples and others are used at ACHEMA 2009 by FIZ CHEMIE Berlin and the University of Applied Sciences Wildau in Hall 4.2 Stand F10-G14 to show how fascinating and entertaining the transfer of technical knowledge can be if modern information technologies are used in an innovative way for the task of communication. The exhibits - equipment for chemical process technology and biosystem technology - show real research and development projects from the Department of Bioinformatics and Biosystems Engineering at the University of Applied Sciences Wildau which FIZ CHEMIE Berlin has prepared as multimedia learning units for the Internet encyclopedia ChemgaPedia. The learning modules are virtual reflections of current research and instruction. They explain what happens in the chemical, biological and technical processes exhibited and link the information to background knowledge from other learning units for ChemgaPedia and technical databases. Visitors are invited to take part and try the new learning methods and possibilities for knowledge acquisition. Along with the two main partners for the exhibition, the German National Library of Science and Technology (TIB) in Hanover, FIZ Technik, MedInnovation and the Leibniz Association (WGL) are involved with the trade show appearance, working together to demonstrate innovative paths out of the information jungle.

The creative implementation of the transfer of research results at the hands-on trade show exhibit shows what the future of efficient communication for complex technical knowledge will look like. This is not only an interesting approach to education for students and teachers, but also an example of how professional training and continuing education courses in industry can be designed in a way that is efficient, interesting and entertaining. FIZ CHEMIE Berlin offers support to companies for such efforts.

The planning team of young scientists, instructors and editors from the FIZ CHEMIE editorial and marketing staff also thought of fun and success in learning: a quiz is part of the multimedia units in the ten exhibits at the trade show. Those who answer five of ten questions correctly will be rewarded with a small surprise. Another attraction conceived by the exhibitors is an unusual preparation for pleasurable transfer of knowledge. A microreactor usually used for chemical synthesis will mix tasty cocktails for the trade show visitors. Those who indulge and want to check if they are still permitted to drive can do so with exhibit 5, a breathalyzer. Of course, the chemical process which makes it possible for

the device to measure the alcohol concentration in breath is also explained with a multimedia module.

The learning units for the ACHEMA exhibits have been available in ChemgaPedia on the Internet since the beginning of May. After the show they will remain online for at least half a year and cost nothing to use. ChemgaPedia is part of the CHEMGAROO product line from FIZ CHEMIE Berlin. <http://www.chemgaroo.de>

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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 exhibition partners

University of Applied Sciences Wildau, Department of Bioinformatics and Biosystems Engineering

<http://www.tfh-wildau.de/bio/>

The German National Library of Science and Technology (TIB) in Hanover

<http://www.tib-hannover.de/en/the-tib/overview-of-the-library/>

FIZ Technik e.V.

<http://www1.fiz-technik.de/>

MedInnovation GmbH

<http://www.medinnovation.de/wir/wir.htm>

Leibniz Association (WGL)

<http://www.wgl.de/>

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