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----- FOR IMMEDIATE RELEASE -----

ATS AUTOMATION UNLEASHES ITS TRANSFORMATIVE SYMPHONI ASSEMBLY TECHNOLOGY AT ATX WEST IN ANAHEIM

Considered the 'Holy Grail' in assembly automation, join us at this year's conference and meet Ken Nicholson, ATS R&D Director and one of the inventors of this fantastic, innovative platform, as he showcases Symphoni's orchestrated motion with daily demos and case study.

ANAHEIM, California (April 8, 2022) — [ATS Automation](#), a global leader and provider of quality factory automation solutions for the world's leading manufacturers, returns to ATX West, featuring its innovative Symphoni assembly automation platform.

"We are very excited to be here at [ATX West in Anaheim](#), which is one of 5 connected expos under the [IME West banner](#)," says [Peng-Sang Cau](#), ATS Life Sciences VP of Emerging Markets and [Symphoni](#), "This conference is a great way to connect with customers who wish to resolve the dilemma of choosing between speed, flexibility and precision in their assembly automation requirements. The "Agility Revolution" is here and is staying," says Peng.

Peng explains what makes [Symphoni](#), a patented and globally established technology, so ground-breaking. "In the past, one would have to choose between speed and flexibility. You would use continuous motion machines for high-speed, but the machine is dedicated to one product and the parts had to be round. For assembling complex parts and flexibility, the slower option of pallets and robots were used. However, the [Symphoni](#) platform combines the strengths of traditional technology by offering a perfect balance of speed, flexibility and precision with its Lean Manufacturing principle designed into the technology.

Our customers don't have to choose! They get the best of everything assembly automation has to offer.



[Symphoni Of Motion](#) (video)

[Symphoni](#) is a digital assembly platform that delivers high performance and agility with gentle part handling. It all comes down to the methodology of how [Symphoni](#) is designed. We achieve high throughput by maximizing operational efficiency and minimizing the non-value process. And the platform is designed to grow with our customers. [Symphoni](#) is configurable and built from standard, pre-tested and pre-validated modules, which means businesses can get their products to market faster than current industry standard. [Symphoni](#) grows with our customers' needs by scaling from prototype to full production with the option to retool and reconfigure the system with zero to minimal changeover. It's quite incredible, and we are pleased to showcase [Symphoni](#) at several events throughout the show.

Those visiting will [see for themselves what makes Symphoni so powerful](#). The machine will operate throughout the show with daily demonstrations at booth **#1401**, located near the central main entrance. These are presented by Ken Nicholson, R&D Director, Innovation at ATS and one of the inventors of [Symphoni](#).

On Tuesday April 12, at 3:00 pm, in the main conference center, ATS Life Sciences VP of Emerging Markets and [Symphoni](#), Peng-Sang Cau, [will be discussing](#) **The Future of Factory Automation** with Charles Deguire of Kinova Robotics and Michael Cromheecke of SteamChain, moderated by Rob Spiegel, the Senior Editor at Design News.

On Wednesday, April 13 at 9:45 am, [Symphoni](#) co-inventor and ATS Life Sciences R&D Director, Ken Nicholson, will [present a case study](#) on **How Symphoni achieves power and efficiency without sacrificing speed or critical value-add processes**. Ken's presentation will highlight the inner workings of [Symphoni](#) and the benefits of a standardized, modular, digital automation platform.

For more information or meeting requests, please get in touch with Vanessa Pizzinato (details above).

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