



FoS Future Lab opens its doors at Goodwood Festival of Speed 2018 with stunning technology line-up

For immediate release: Thursday, 12 June 2018

- **FoS Future Lab is focussing on space exploration, autonomous transport, robotics and personal flight**
- **Siemens, Samsung, Radox, Roborace and DHL are the five partners for 2018 FoS Future Lab**
- **Jet packs, robotic cocktail maker, lunar rovers and life on Mars lead star attractions**
- **FoS Future Lab open throughout Festival of Speed, from 12 – 15 July 2018, 7am – 7pm each day**

The innovative FoS Future Lab has opened its doors to visitors at the Goodwood Festival of Speed presented by Mastercard.

Following on from its debut success last year, FoS Future Lab is back with a bang for 2018, showcasing some of the most exciting and forward-thinking visions of future technology.

This year focusses on space exploration, autonomous transport, robotics and personal flight with five key partners – Siemens, Samsung, Radox, Roborace and DHL hosting activations along with a host of other exciting exhibitions.

FoS Future Lab, located in a pavilion on the Goodwood lawn, is now open to the public throughout the Festival, which runs from July 12 – 15 2018, 7am – 7pm each day.

Samsung has returned as a Future Lab partner for the second year, this time showcasing the cutting edge camera features of the Samsung Galaxy S9/+, alongside a thrilling VR driving experience.

Roborace – the company behind the world's first self-driving electric racing car – will attempt a historic self-driving Hillclimb with the run available to view through an immersive VR experience here in FoS Future Lab.

Leading consumer technology giant Siemens is displaying an Aston Martin Red Bull Racing RB6 Formula One car alongside its 'digital twin', using cutting-edge know-how. It is also offering visitors the chance to create their own 'car of the future', using artificial intelligence.

Elsewhere, Siemens has converted a 1965 Ford Mustang into an autonomous car that will become the first driverless road car to run up the famous Goodwood Hillclimb, while global healthcare brand Radox is demonstrating its Biochip Array Technology. This revolutionary health testing platform can currently run 49 different tests simultaneously - making sure you

get the right diagnosis as fast as possible.

DHL is hosting an E-mobility showcase, with visitors able to fly virtual delivery drones around FoS Future Lab while legendary British architecture firm Foster & Partners will show a range of models, robotics and futuristic designs developed by the firm including a team of remote-controlled robots that could be sent to Mars to build habitation pods.

The space exploration theme continues with Japan-based iSpace's lunar rover making its UK debut ahead of a potential moon landing next year.

Other major attractions include Makr Shkr, an advanced robotic mixologist, a 3D printing robotic arm that can create structural shapes and a European debut from JetPack Aviation's JB11 JetPack, which can hit speed of 200mph at heights of more than 15,000 feet.

Also at FoS Future Lab is ANYmal, an advanced robotic quadruped the size of a large dog, and Yamaha MotoBOT, an autonomous motorcycle-riding humanoid robot.

Sensum is tracking the emotion of drivers heading up the Hillclimb with biometric sensors, while what3words is making life easy at Goodwood Festival of Speed by helping guests navigate around car parks and iconic landmarks using its revolutionary global addressing system, which divides the world into 3m x 3m squares, each with its own, unique 3 word address.

TellArt, a renowned digital studio from Amsterdam, is showing its Terraform Table, featuring an AI-controlled projection of aerial landscapes that changes in real-time in response to the moving topography while Fuel 3D is presenting its brand new, medical-grade 3D scanning technology, now condensed into a smartphone app.

Tel Aviv-based motorsport tech start-up, Griip is bringing its brand new motorsport series to FoS Future Lab with a live race car simulator and Einride is exclusively revealing its radical proposal for electric, sustainable, driverless trucks of the future.

Visitors will be able to view the displays and demonstrations, interact with some of the technology for themselves and learn more about these exciting innovations.

Tracey Greaves, Chief Commercial Officer of the Goodwood Group, said: "We're extremely excited to finally open the doors to FoS Future Lab 2018 after it was so well-received 12 months ago. It's bigger and better than ever, with some inspiring and exciting exhibitions on show.

"In true Goodwood fashion, we're not locking away the best stuff behind glass screens, Future Lab is packed with interactive, hands-on demos and displays so you can get a real feel for what the next 10, 20, 30 years and beyond looks like."

(ENDS)

EDITORS' NOTES:

Staged every summer since 1993, the **Goodwood Festival of Speed presented by MasterCard** is the world's largest automotive garden party; set against the spectacular backdrop of Goodwood House in West Sussex, UK. Over 600 cars and motorcycles

spanning the phenomenal history of motoring and motor sport take part with some of the most legendary figures from the sport as well as international celebrities regularly attending. Highlights include FoS Future Lab, Forest Rally Stage, Michelin Supercar Paddock, Michelin Supercar Run, F1 paddock, Drivers' Club, GAS Arena, Cartier Style et Luxe Concours d'Elegance, Aviation Exhibition and Bonhams Auction.

For all Media enquiries, please contact Laura Gilbert-Burke, Tom Lynch or Abbie Hansford at the Goodwood Motor Sport Press Office:

Telephone: +44 (0)1243 755000

E-mail: laura.gilbert-burke@goodwood.com, tom.lynch@goodwood.com or abbie.hansford@goodwood.com

About Mastercard

[Mastercard](#) (NYSE: MA), www.mastercard.com, is a technology company in the global payments industry. We operate the world's fastest payments processing network, connecting consumers, financial institutions, merchants, governments and businesses in more than 210 countries and territories. Mastercard's products and solutions make everyday commerce activities – such as shopping, traveling, running a business and managing finances – easier, more secure and more efficient for everyone. Follow us on Twitter [@MastercardUKBiz](#), join the discussion on the **Cashless Pioneers Blog** and **subscribe** for the latest news on the **Engagement Bureau**.

Or Emma Fahy at the Mastercard Press Office:

Email: emma.fahy@mastercard.com

Telephone: +44 (0)7580 790 297

Goodwood Motor Sport on social media:

YouTube: <http://youtube.com/goodwoodtv>

Facebook: <http://www.facebook.com/goodwoodrrc>

Twitter: <http://twitter.com/goodwoodrrc>