

Media release

Lucerne, 22 April 2010

“i-days 2010” – Information technology drives Switzerland to the Museum of Transport



From 18 to 20 November 2010, “i-days 2010” will be taking place in the Swiss Museum of Transport under the motto: “Information technology drives Switzerland”. This three-day event is all about living and experiencing information technology. The Museum of Transport is simultaneously opening the “i-factory”, a new, permanent exhibition dedicated to information technology. The IT industry for its part is mounting a special show in order to demonstrate to a broad public in vivid, hands-on style just what a driving force information technology is in Switzerland.

The “i-days”, complete with special show and the new “i-factory” IT exhibition at the Swiss Museum of Transport, will officially open in the early evening of Thursday 18 November 2010. Friday is a special “school day” dedicated entirely to children, while Saturday is “family day”: an open day with free access for all museum visitors.

The new “i-factory” is a permanent exhibition where visitors to the Swiss Museum of Transport can gain experience and familiarity with the underlying principles of information technology. After all, everyday life in Switzerland could no longer tick without IT. This is also especially true of the country’s sophisticated transportation vehicles and systems.

The “i-factory” opening on 18 November 2010 is taking place as part of the Swiss ICT Forum, an industry event organised by SwissICT, Lucerne University of Applied Sciences and Arts, and GRID Lucerne. The Swiss ICT Forum gets underway in the afternoon with the ICT Summit. This is both a high-level gathering of prominent decision-makers in the worlds of business, politics, science, and industry associations, as well as a venue for expert talks on current ICT issues, aimed at audiences of IT professionals. The Swiss ICT Awards will be presented at a gala event in the evening.

Programme preview of “i-days” and the Swiss ICT Forum, 18 to 20 November 2010

- Thursday: - Swiss ICT Forum with ICT Summit, expert talks and presentation of the Swiss ICT Awards.
 - Opening of “i-days” and the special show in the Museum of Transport arena, as well as the new “i-factory” permanent exhibition at the museum.
- Friday: “school day” – specially for schools, with guided tours for class groups.
- Saturday: “family day” – an open day with free access. The special show and the exhibitions at the Museum of Transport will all be open for visitors to discover.

“i-days” presenting partners:

Hasler Foundation, Credit Suisse

Swiss ICT Forum organisers:

SwissICT, Lucerne University of Applied Sciences and Arts, GRID Lucerne

“i-days” exhibition partners (as at 21.04.2010, in alphabetical order):

The project is being underwritten by partners including the following: **Gold:** Swiss Post, European Computer Driving Licence (ECDL) and Swiss Informatics Society, UBS AG; **Silver:** Canon (Schweiz) AG, Swiss Federal Department of Finance FDF/ Federal Strategy Unit for IT FSUIT; **Bronze:** IBM Schweiz AG, Zürcher Kantonalbank; and **sponsors:** Also Schweiz AG, Ergon Informatik AG, University of Applied Sciences Northwestern Switzerland, finnova AG Bankware, Lucerne University of Applied Sciences and Arts School of Engineering and Architecture, Opacc Software AG, Rolotec AG, Zühlke Engineering AG.

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