



## ZONE ORANGE: SOUTH-WEST

The Orange Zone features lots of activities for kids and adults, including the TMC Mad Science station and 3Beam light show for kids and e-bikes and fishing tackle demos at Shimano. The Startup Hub features 10 HTCE companies of the future. There you can see an autonomous drone used in the Campus test field lab and attend an AI workshop for kids.

While the kids are learning about AI, adults can test their skills in escaping the Hackers Escape Bus on The Strip. Learn about facial recognition technology, laser marking, free space optics and AI in an immersive, real-time art experience.



## ZONE BLUE: NORTH-WEST

The Blue Zone has a great combo of activities for Open Day visitors. What happens when you combine light, music and innovation? The folks at Signify will show you at HTC 7, where kids can learn how to build an electronic dice. Hop off the PSV players' bus and step into the 5G Hub, where you'll find stations with robot dogs, a remote-controlled car, Virtual Reality and Augmented Reality experiences and more.

Round out your Blue Zone visit at the Frits Philips Sports Forest where you can participate in PSV Soccer, cricket and tennis clinics. Then hop back on the PSV bus and explore another zone!



## ZONE RED: CENTRAL

The Red Zone is the beating heartbeat of Open Day activity! Inside the Conference Center, hear the fairy tale story of High Tech Campus (in Dutch and English), and meet IBM's Casper the Robot. Kids can help create the future city of healthcare with Ontdekfabriek and learn about robots and VR. Make sure the kids enter Faulhaber's coloring competition to win a robot dog! Too much stimulation? Discover Alphabeats' new music routine for health and happiness in the LOKL Starbucks Zen Lounge. Outside on The Strip, the PSV championship cup will be on display for a short period. (Don't forget to jump on the PSV team bus to explore other zones.) For all you Formula 1 fans, check out the race cars of the future: Formula-e! On the opposite side, the Campus lake will be alive with rowing competitions and remote-controlled boats. And, of course, there will be music, entertainment and food trucks outside throughout the day.

## ZONE PURPLE: NORTH-EAST

Don't miss the Purple Zone! The Philips "tour" is packed with demonstrations not to be missed! Send your health data to the doctor in the cloud, check out the home of the future or "walk" through the hospital of the future. Learn how you can design for circularity, try to place a needle at the right location in the body or practice moving a C-arm control unit.

Signify welcomes visitors in their "cinema room" where they experience the creation of light. You can also see the effects in retail, office or industrial environments. And check out HOWDO Magazine Square, where the local magazine is sponsoring an International "festival within a festival". You can find food trucks and many more activities at the end of The Strip.



## ZONE GREEN: SOUTH-EAST

In the Green Zone, you can visit the High Tech Farmers at the Campus Community Garden. See where we grow herbs and other vegetables, visit the bees making High Tech Honey and say hello to our favorite employees, the sheep who mow the Campus grounds! Join Wild Breaks, a mini-safari, in search of the wild animals and plants that also call the Campus their home.

From there, walk over to NXP to see The Showroom, an experience center showing innovative products and concepts to make life easier, safer, more sustainable and more enjoyable for consumers.



SATURDAY  
JUNE 11TH

START 11:00  
END 16:00

# OPEN DAY

## HIGH TECH CAMPUS EINDHOVEN



HIGH TECH CAMPUS  
EINDHOVEN

# HIGH TECH CAMPUS EINDHOVEN



## INFORMATION POINTS

### ZONE ORANGE: SOUTH-WEST

- A.** Shimano (HTC92)
- B.** TMC (HTC96)
- C.** Open Day Startup Hub (HTC5)  
CGI, AI Innovation Center, Axelera AI, Aircision, BAIKE, Qualified, Datacion, HighTechXL, inPhocal, Vention, VersionBay

### ZONE BLUE: NORTH-WEST

- D.** Signify (HTC7)
- E.** PSV Soccer school (Sport Fields)
- F.** HTC Cricket Clinic / Tennis Clinic (Sport Fields)
- G.** 5G Hub with VodafoneZiggo and Ericsson (HTC25)

### ZONE RED: CENTRAL

- H.** Conference Center  
AlphaBeats, AON, Corporate Vitality, IBM, Imec, Ecosystem Thinking Institute (ESTI), Eurofins, Envation, Faulhaber Benelux, Force Fusion Stichting, Ontdekfabriek, PhotonFirst, SMART Photonics, VRee
- I.** Outside (The Strip, street-side)  
PSV (KNVB Cup photo from 13:00 - 14:00), HTC Cricket Association, Formule E (DS Automobiles), Muziekgebouw Eindhoven, Wonka Podia
- J.** Outside (The Strip, lake-side)  
Volans Rowing and remote controlled boats
- K.** HighFive & Campus Wellness Center (The Strip)

### ZONE PURPLE: NORTH-EAST

- L.** Philips (HTC34 / HTC33)
- M.** Signify (HTC48)
- N.** HOWDO Magazine Square (Food Lab)

### ZONE GREEN: SOUTH-EAST

- O.** NXP (Showroom tours from 12:00-15:45) (HTC60)
- P.** Community Garden (High Tech Farmers), High Tech sheep and starting point for Wild Breaks (mini-safari)

## SAFETY & FACILITIES

PSV Bus Stop:  
Hop-on & Hop-off

Emergencies: call  
+31 (0)40-2305444

Restaurant

Toilet

## MINI CAREER FAIR

**Looking for the next step in your career  
or an interesting job after your studies?**

Meet some of our High Tech Campus companies at the Open Day mini-Career Fair. From 12:00 - 14:00 at 'hotspot H', Conference Center first floor.