

## **MOBA Mobile Automation is one of Germany's top 100 innovators**

**MOBA Mobile Automation AG is one of Germany's top 100 innovators. The innovative strength was awarded the Top100 Prize on 29th June by Prof. Dr. Nikolaus Franke and science journalist Ranga Yogeshwar and is thus one of the most innovative companies of the German middle class. In the independent selection process, MOBA was particularly convincing in the category „Outward Focus / Open Innovation“.**

Limburg, June 29, 2018

To be always up to date, MOBA is heavily involved in research projects and regularly cooperates with established names in the construction industry. Numerous test sites are equipped with new developments and analyzed to get a direct feedback from the practice. Tests are also taking place at the main location in Limburg. „A dedicated test track is unique for a company of our size,“ says Markus Schmitt, Head of Marketing and Product Management, describing the new site. Thus, regular tests and inspirations from subsidiaries from all over the world are incorporated into the latest developments of the global player.

The internal processes of MOBA Mobile Automation make up a particularly large part of their innovation climate. They are designed to specifically promote innovation products that sustainably increase quality and efficiency in construction and prepare the industry for the future. These include numerous innovation projects and the innovation platform MOBA Community, which serves as an expert forum for the international exchange of trends, innovations and visions of the future - both internally and externally.

For more than 45 years, MOBA Mobile Automation has been an innovation-driven and future-oriented technology company. For the automation of machines in harsh environments, it develops and produces intelligent hardware and software solutions for road construction, earthmoving, waste management as well as the crane and lifter market. At the same time, MOBA is always involved in innovations long before they become a trend. In fact, it is way ahead of its time with a modern cloud solution, the world's first system for automatic layer thickness measurement in road construction and with special services such as remote support and predictive maintenance.

**TOP 100: the competition**

Since 1993, compamedia has awarded the TOP 100 seal for outstanding innovative strength and above-average innovation success to middle class companies. Since 2002, the scientific direction has been in the hands of Prof. Dr. med. Nikolaus Franke. Franke is the founder and director of the Institute for Entrepreneurship and Innovation of the Vienna University of Economics and Business and worked as a visiting researcher at the Massachusetts Institute of Technology (MIT). With 18 research awards and more than 200 publications, he is one of the world's leading innovation researchers. Mentor of TOP 100 is the science journalist and TV presenter Ranga Yogeshwar. Project partners are the Fraunhofer-Gesellschaft for the promotion of applied research and the middle class association BVMW. As media partners, manager magazin, impulse and W&V accompany the company comparison. More information at [www.top100.de](http://www.top100.de).

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