

Friday, October 16, 2015

## Oakland University's OU INC hosting new Automation Alley Innovation Lab

The **Oakland University INCubator** is now hosting **Automation Alley's** Innovation Lab on the campus of Oakland University. The lab provides an up-close-and-personal look at the technologies shaping the future of advanced manufacturing.

The Innovation Lab, located inside Automation Alley's Technology Center at OU INC, showcases emerging technologies at every stage of manufacturing, from concept and design to service and disposal. The lab also features additional technologies, including 3D printing and scanning, and collaborative robotics.

The goal of the lab is to create awareness and spark an interest in the latest emerging technologies, which is critical to both profit and the growth of small and medium-sized businesses across Southeast Michigan.

"It's important to continue growing our relationship with Automation Alley," said Amy Butler, executive director of OUINC. "We share the same goals of partnering with startup businesses and growth companies to help them succeed. That will only strengthen our regional economy and that of the state."

"Last year, we opened the Automation Alley Technology Center at Oakland University, partnering with leading manufacturing and software companies, to provide affordable training to individuals, students and businesses professionals on the latest digital design and manufacturing software available," added Alex Violassi of Automation Alley. "The opening of the Innovation Lab further enhances what we are doing at the center."



*This is the latest collaboration between Automation Alley and the OU INCubator at Oakland University.*

### About Automation Alley

Automation Alley is a technology business association and business accelerator dedicated to growing the economy of Southeast Michigan and enhancing the region's reputation around the world. Automation Alley offers talent and business development programs and services to tech-focused businesses of all sizes — from startups to large corporations — to help them grow and prosper. Since its founding in 1999, Automation Alley's membership has grown to include nearly 1,000 businesses, educational institutions, government entities and nonprofit organizations from the city of Detroit and the surrounding eight-county region.

### About INC

OU INC is a SmartZone Business Accelerator, in collaboration with the City of Rochester Hills, Michigan Economic Development Corporation (MEDC), and various industry partners.

OU INC's focus is in the Energy, Medical Device, and Information Technology sectors. We provide entrepreneurial resources and strategic business solutions for developing business ventures and accelerating ideas to market. OU INC fosters a healthy environment for the growth of new start-up companies, and provides support for existing entities through its facility and business development resources.

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