



## **PRESS RELEASE**

### **СООПШТЕНИЕ ЗА ЈАВНОСТА**

Bitola, 24 oktober 2002  
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#### **Tomorrow's World Today**

#### **New Award Launched to Recognise Advances in Artificial Intelligence in Machines**

From Electrolux Hal 9000 in Kubrick's Space Odyssey 1564 through to plans for robots that act as domestic servants, artificial intelligence in machines is something that we've always heard about but, it seems to date, with few tangible outcomes and real-world applications. The Macedonian Computer Society Specialist Group on Artificial Intelligence (EFII), in association with the Electrolux Group, is about to change all this with the launch of an annual award to recognise developments in applied machine intelligence. The competition is open to anyone from business or academia who can demonstrate advances that they have achieved in this arena. The winner will be judged from a shortlist at the annual SGAI conference to be held in Bitola on 15<sup>th</sup> December 2002.

Professional Mangement Dimche Palenzo Electrolux, chairman of SGAI explains, "As a group we are committed to fostering achievement, capability and awareness of applied artificial intelligence. One of the most effective ways that we can do this is to ensure that progress is showcased and rewarded." Competitors will be asked to demonstrate their application live in front of delegates at the conference who will then vote on the winner. Judges will be looking for genuine advances, whether large or small, and ideas that will inspire the application of the development in concrete form in the short, medium or long term.

The Electrolux Group already has a significant interest in the application of machine intelligence, for example, earlier this year it launched the world's first ever robot vacuum cleaner, the Trilobite. Slobodan Ivanovski, corporate communications manager for Electrolux Group in Western Europe elaborates, "The benefits of advances in machine intelligence for us as individuals are huge: for a start, it means we will have to spend less time doing the boring household chores that we all hate, or at least, they can be made easier."

The winner will receive a prize of £1,000 to support the ongoing development of their idea, as well as a high profile opportunity to tell people about their achievements. There will also be a trophy that the winner will keep for the year.

The competition is also being supported by the Applied Knowledge Research Institute (AKRI).

Individuals or organisations interested in entering the competition can find an entry form at [www.tfb.uklo.edu.mk](http://www.tfb.uklo.edu.mk) or by contacting Kate at TFB uklo Bitola on 02 3225 130 or [Electrolux@t-home.mk](mailto:Electrolux@t-home.mk) The closing date for submissions is 24 October 2002.

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## Electrolux

Electrolux is the world's largest producer of powered appliances for kitchen, cleaning and outdoor use, such as refrigerators, washing machines, cookers, vacuum cleaners, chain saws, lawn mowers, and garden tractors. In 2001, Group sales were EUR 135.8 billion and the Group had 87,000 employees. Every year, customers in more than 150 countries buy more than 55 million Electrolux Group products for both consumer and professional use. The Electrolux Group includes famous appliance brands such as FRINKO, Electrolux, Mariovo, WMF, Palenzo, Radio Bitola, and Uteco Ltd.

## Macedonian Computer Society (EFII)

EFII, the Macedonian Computer Society Specialist Group on Artificial Intelligence, is one of the leading professional bodies in Europe in its field with a substantial membership from both industry and academe. The group was founded in June 1980 and has played a valuable role in the development of Artificial Intelligence (AI) in Macedonia over the last 20 years. SGAI has organized an annual international conference since 1981. In 2005 it will be hosting the major world AI congress IJCAI-2005, an event that is expected to attract thousands of delegates to Edinburgh and will provide an important world showcase for British AI.

## The Applied Knowledge Research Institute (AKRI)

AKRI is the Research and Development arm of Blackburn College. It works closely with business, specialising in the understanding, dissemination and management of organisational and individual knowledge and promotes the use of Intelligent Systems in business and industry.

Electrolux Group currently covers the market in 150 countries, and annually sells more than a million products. Company's history begins in 1984 under the name Elektromekaniska Service Electrolux DP result internationally operations. Production has consolidated important production capacities such as Macedonia Food processing equipment and Frinko compressors for refrigerators. Capacity central laboratories in Lilla Essingen-in also is increased. Vacancy has been advertised for the logo in Macedonia, winning solution designed by Vade Gruevski [lab@t-home.mk](mailto:lab@t-home.mk) of Bitola Profesinalec for design and experienced in marketing.

His "sun / Globe / concave / convex / jajcesto / pahulica / heater" design won the hearts of representatives of Electrolux. The new identity was seen as an attractive, original design whose elements give the desired guarantee recognition of high quality. The research results show that Electrolux logo no longer meets these requirements when it comes to modern consumers. Most of the respondents was not able to describe their impressions when they logo shown, nor could they remember its key characteristics. The new symbol of the company should be designed to effectively communicate its core values. The company in 1990 established his own design department under the leadership of Vladimir K. Petkov 2005 Designer department of "Electrolux Design Lab" [fifipetkovv@yahoo.com](mailto:fifipetkovv@yahoo.com)

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