

AGENDA

Wed, June 24th, 2026 – Americas Digital User Group Event

Start	End	Topic	Speaker	Location
09:30	10:00	Registration & Coffee		McCormick Place Convention Center 2301 S Martin Luther King Dr, Chicago, IL 60616, United States Meeting Room # N231
10:00	10:10	Welcome & Opening	Magnus Seger Global Product Manager, Simulation Software ABB Robotics Lynn Pornschlegel Global Software Sales Manager ABB Robotics	
10:10	11:10	Our Digital Solutions	Magnus Seger Global Product Manager, Simulation Software ABB Robotics Lynn Pornschlegel Global Software Sales Manager ABB Robotics Davide Ghilardi Optifact Product Manager ABB Robotics	Meeting Room # N231
11:10	11:30	Coffee Break		Meeting Room # N231
11:30	12:15	Robotstudio	Magnus Seger Global Product Manager, Simulation Software ABB Robotics	Meeting Room # N231
12:15	13:00	Optifact	Davide Ghilardi Optifact Product Manager ABB Robotics	
13:00	13:45	Lunch Break		Meeting Room # N231
13:45	14:30	Deep Dive Robotstudio	Magnus Seger Global Product Manager, Simulation Software ABB Robotics	
14:30	16:15	RS HyperReality and Booth Tour	Magnus Seger Global Product Manager, Simulation Software ABB Robotics Lynn Pornschlegel Global Software Sales Manager ABB Robotics Davide Ghilardi Optifact Product Manager ABB Robotics	Meeting Room # N231
16:15	17:00	Coffee Break at the ABB Robotics Booth		Booth #1241