The Pittsburgh Region Will Be on the Global Stage with Its Premiere at CES 2024

Four Unique Companies Will Be Showcased in Panel Discussion About Pittsburgh's Approach to Building Approachable Autonomy

(PITTSBURGH – Jan. 4, 2024) - The Pittsburgh region – the recognized industrial capital that helped build much of the modern world – is today a powerhouse of innovation and a key part of America's Silicon Heartland. Leveraging state-of-the-art technologies companies in the region are redefining how the world lives and works and are disrupting industries. With a spotlight on autonomous technology, Pittsburgh will be on CES's global stage in Las Vegas, which is billed as "the most powerful tech event in the world."

The centerpiece of Pittsburgh's CES premiere will be a panel discussion at 1:00 p.m. CT, Tues, Jan. 9 on the showroom stage at the Las Vegas Convention Center. The theme of the discussion will be "Building Approachable Technology in Pittsburgh" and will underscore the region's world leadership in robotics and autonomy. Moderated **by Lenna Cominos**, Executive Director, Corporate Partnerships at **Carnegie Mellon University**, the panel features these industry experts**: Sterling Anderson**, Co-Founder and Chief Product Officer, **Aurora**; **Ed Olson**, CEO, **May Mobility**; **Patrick Mondi**, CEO, **Thoro.ai**; and **Micol Marchetti-Bowick**, CTO, **Velo.ai**.

Ranging from established market leaders to growth-oriented startups, these companies reflect the diversity of the Pittsburgh region's robotics/autonomy ecosystem, which is now 100+ companies strong and growing.

Aurora: Delivering the benefits of self-driving technology safely, quickly, and broadly to make transportation safer, increasingly accessible, and more reliable and efficient than ever. The Aurora Driver is a self-driving system designed to operate multiple vehicle types, from freight-hauling trucks to ride-hailing passenger vehicles, and underpins Aurora Horizon and Aurora Connect, its driver-as-a-service products for trucking and ride-hailing. Aurora is working with industry leaders across the transportation ecosystem, including Toyota, FedEx, Volvo Trucks, PACCAR, Uber, Uber Freight, U.S. Xpress, Werner, Covenant, Schneider, and Ryder.

May Mobility: Aims to make transit more sustainable, safe, accessible and equitable for everyone by building a better autonomous vehicle technology that works in the real world. The company has delivered shared, on-demand rides to communities at 10 sites across the U.S. and Japan.

Thoro.ai: Thoro develops software, hardware and operates a cloud service that allows machines to operate autonomously. Thoro's tech is currently used for moving pallets in warehouses (through its partnership with Big Joe Forklifts) and cleaning robots (through its partnership with Nilfisk). Based entirely in Pittsburgh, Thoro provides its technology to manufacturers of equipment.

Velo.ai: Building autonomy tech to make streets safer for all. The company's first product, Copilot, is an AI-powered bike light that puts autonomous vehicle tech on the backs of bikes.

At CES 2024, Pittsburgh will be represented under the banners of the Pittsburgh Regional Alliance (PRA) – the region's economic development organization – in partnership with the Pittsburgh Technology Council (PTC) and by representatives of these organizations including Mike Harding, vice president, business investment, PRA; Monica Takacs, senior director of industry networks, PTC; Brian Kennedy, senior vice president of operations and government affairs, PTC; and Jonathan Kersting, vice president, communications and media, PTC.

"The Pittsburgh region is a living lab that's leading the development and commercialization of what's next in autonomous solutions. Taking this to the global stage at CES – and showcasing thought leadership from a diversity of companies that are part of Pittsburgh's ever-expanding autonomy ecosystem – is an exceptional opportunity. It will reinforce to the tech world convened at CES that Pittsburgh is at the top of the list of hubs that are shaping the now – and the future – of autonomy," said Mike Harding, PRA Vice President, Business Investment.

"The Tech Council is excited for the opportunity to partner with the PRA to put some of Pittsburgh's top robotics and autonomy companies on a world stage at CES. This is a fantastic platform to demonstrate our region's leadership and innovation in two of the fastest growing industries," said PTC Vice President, Communication and Media, Jonathan Kersting.

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NOTE: Pittsburgh region representatives headed to CES are available for interview in advance of their travel. Please contact Phil to arrange.