

Premiere at Productronica 2025

ASYS presents GenS – The new generation of intelligent manufacturing systems: *Not just machines. Evolution engines.*

At this year's Productronica, the ASYS Group is presenting GenS, a new generation of smart, powerful, and future-proof machines. GenS represents a technological leap forward in electronics manufacturing, combining autonomy, efficiency, and sustainability in a modular concept.

From machines to learning systems: smarter, faster, more sustainable

With its focus on self-learning, intuitive machines, GenS sets new standards in electronics manufacturing. The new generation of machines impresses with a completely redesigned look and interface, high scalability and user-friendliness, retrofittable AI functions, and sustainable concepts with real added value – both ecologically and economically. Artificial Intelligence (AI) is used specifically to optimize processes and reduce the workload on operators. GenS machines offer a cost-effective entry point and enable the gradual expansion of existing systems – for maximum availability, user-friendliness, and future-proofing without the need for costly retrofits.

Five automation levels for maximum performance

The GenS product world uses AI for the step-by-step automation of industrial processes. On five successive levels – from data-based assistance systems to semi-automated decisions to self-learning and fully autonomous machine

solutions – process performance is continuously increased while human intervention and operating effort are increasingly reduced.

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“Walk of Innovations” – live at the exhibition

Visitors to the ASYS booth can experience GenS machine solutions for handling, laser marking, printing, testing/flashing, depaneling, tray handling, and component reel storage from the diverse ASYS product portfolio on a “Walk of Innovations.”

Welcome to the exclusive press tour: Experience innovation up close with GenS

For press and media partners, the ASYS Group is offering a guided “Walk of Innovations”-tour on the first day of the exhibition, Tuesday, November 18, at 4:00 p.m. Thomas Endler, ASYS Group Head of Sales D/A/CH & Benelux, will present the new GenS machine generation (duration approx. 45 minutes).

Sustainability as a guiding principle

With the GenS machine generation, ASYS is clearly setting the direction and calling on the industry to boldly test new concepts and actively integrate sustainability into production reality. Resource efficiency, recycling, and energy savings are no longer visions, but concrete steps toward competitive and environmentally responsible electronics manufacturing.

Booth party – Let's celebrate GenS!

On Thursday, November 20, starting at 6:00 p.m., the ASYS booth (Hall A3 / 277) will be the meeting place for everyone who wants to celebrate innovation: Come by and celebrate with us!

Further information is available here:

[ASYS Group: Visit us at Productronica 2025 in Munich](#)

About ASYS Group

The ASYS Group is a globally active technology company and leading supplier of standard and special systems for the Electronics, Energy and Life Science sectors. ASYS Automatisierungssysteme GmbH is the management company of the group. With over 1,400 employees worldwide, the ASYS Group develops, manufactures and markets high-quality and innovative automation solutions. It has a global sales network with local contacts in more than 40 countries. 20 branches in Europe, Asia and America enable customer-oriented support.

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