

**A visionary bids farewell: Company founder Michael Meiser retires.**

**Kornwestheim, 30 June 2025. After two decades at the helm of our company, we are saying goodbye to our long-standing managing director and co-owner, Michael Meiser, as he enters his well-deserved retirement. As one of the founders who established mm-lab GmbH in 2005, his foresight, leadership qualities and entrepreneurial spirit have decisively shaped our company and contributed significantly to our success.**

His extensive knowledge, which we all found impressive, his exceptional memory and the extensive experience he gained in project and risk management during his professional career were invaluable for the successful development and management of our projects. He has consistently contributed his expertise to the management of the company and the professional development of our employees.

He has consistently provided valuable inspiration and motivation, encouraging us to explore uncharted territory and take calculated risks. Notably, under his leadership, the development of SMUPI (Smart Mobile Urban Plant Irrigation) was accelerated, leading to the emergence of a cutting-edge telematics solution for urban green irrigation. SMUPI facilitates efficient and cost-effective irrigation of urban trees and green spaces, a practice that has been recognised with several awards, including from the German Federal Ministry for Economic Affairs and Energy. It was also under his leadership that the ZIM-funded project CAVE!, the collision warning system from mm-lab, has been recognized with the Baden-Württemberg Innovation Award for improving safety on proving grounds. The system is considered a showcase project in the automotive industry. The Proving Ground Management System (PGMS) from mm-lab, into which CAVE! is integrated as a central safety component, sets the standard for efficiency and safety. It is in operational use on test sites at Mercedes-Benz, Bosch and Ford, among others, worldwide. Michael's influence on the development is evident throughout the system, which he has played a pivotal role in successfully implementing.

We would like to thank Michael warmly for his inspiring leadership, his tireless commitment to innovation, growth and the development of our corporate culture, as well as our collaboration over the past twenty years. The strategic vision and the impetus he has provided will continue to shape mm-lab.

**mm-lab GmbH**

Stammheimer Straße 10 · 70806 Kornwestheim · Deutschland  
Phone: +49 7154 827-0 · Fax: +49 7154 827-350 · [info@mmlab.de](mailto:info@mmlab.de)

Domicile of Company: Kornwestheim · District Court – Court of Registration Stuttgart HRB 207257  
Managing Directors: Steffen Firchau, Dr. Andreas Streit