



PRESS RELEASE

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Annual networking highlight for students!

- **Dr Ralf G. Herrtwich to hold exclusive keynote**
- **Embedded sector welcomes up-and-coming developers**
- **More than 1,000 students expected from all over Europe**

The **STUDENT DAY** has long been established as one of the highlights of the embedded world Exhibition&Conference, which is taking place for the 10th time in 2019. The crowning touch on the third day of the fair will be the presentation “Maps as Collective Brains for Vehicle Automation” by **Dr Ralf G. Herrtwich, Senior Vice President Automotive, HERE Technologies – SVP Services Group & Site Lead Berlin**. His address will explore the development of navigation systems, which as a result of automated driving now need to be tailored to the vehicle's systems rather than the driver. This calls for highly accurate and consistently current data. Using their sensors, cars themselves can provide this detailed three-dimensional information in real time. This process creates a “collective brain”.

Just like the embedded world Exhibition&Conference, the Student Day is also a genuine magnet for success. Yet again, more than 1,000 university students from embedded-related courses are expected in Nuremberg. As well as bus transfers, two lectures and a visit to the trade fair, the students also get the opportunity to get to know the embedded community and come into contact with potential employers. In 2019, the absolute highlight will be the keynote “Maps as Collective Brains for Vehicle Automation” by **Dr Ralf G. Herrtwich, Senior Vice President Automotive, HERE Technologies – SVP Services Group & Site Lead Berlin**.

Strong international contingent – students from around the world expected

Embedded world is the world's most important trade fair for embedded system technologies. With its focus on enabling technologies it is also the natural home for all aspects of the Internet of Things.

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Like the presentations at the embedded world and electronic displays conferences, the lecture at the Student Day will also be held in English to accommodate the international audience. “We are proud to be able to welcome Dr Ralf G. Herrtwich, who is an industry insider, strategic thinker and outstanding speaker. We are looking forward to a thrilling, interesting and stimulating lecture to an audience of students from Germany, Austria, Italy, France, Poland and the Czech Republic,” says Professor Axel Sikora, chair of the embedded world advisory committee.

Exclusive offer for university students

The exclusive special programme at the embedded world STUDENT DAY brings together undergraduates and exhibiting companies. It's where the future engineers will have the opportunity to get to know the specialists from the sector. The students are brought to Nuremberg by bus free of charge by their respective universities. On arrival, they are welcomed by Professor Axel Sikora, who will introduce them to the embedded sector and the embedded world event. Following Dr Herrtwich's lecture, the students can look forward to a foyer exhibition, where selected companies are waiting to chat to the next generation of experts. The visit to the trade fair in the afternoon is also free of charge for the students. A separate trade fair guide specially produced for STUDENT DAY will ensure that the students find their way to the stands of the event's sponsors.

A few facts about the embedded world Student Day

- 28 February 2019, from 9:00
- Free travel by bus for university students and staff
- Free entry to the trade fair
- Presentation of embedded sector and embedded world Exhibition&Conference by Professor Axel Sikora
- Exclusive keynote speech by Dr Ralf G. Herrtwich
- Complimentary light lunch
- Presentations by selected companies in the foyer of the lecture room
- Trade fair guide with hall floor plans and names of the Student Day sponsors

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All press texts and further information, films and photos are available at:

www.embedded-world.de/news

More detailed information and videos about the STUDENT DAY are

available from: **www.embedded-world.de/studentday**