PRESS RELEASE

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Embedded world 2021 DIGITAL: conferences offer their usual innovative content in a virtual format

- **At the embedded world conference, all participants have free access to keynote speeches by high-calibre speakers**
- **Conference topics at cutting edge of technical developments**
- **Electronic displays conference: professional expertise for display professionals**

From 1 to 5 March 2021, the embedded world and electronic displays conferences will share a platform with embedded world exhibition 2021 DIGITAL. To accommodate this configuration, the event formats were extended from the usual three days to five days. A clear, user-friendly structure allows participants to readily navigate the two high-calibre conferences featuring various moderated activities, top-class keynote speeches, panel discussions on current challenges, and a range of special topics.

With more than 200 presentations, embedded world conference 2021 DIGITAL delivers a comprehensive and in-depth programme. For the first time, participants will be able to listen to presentations that take place simultaneously, as all sessions will be recorded and can be viewed during and for two weeks after the live phase of the event. Because the event is spread over five days, this round of the electronic displays conference can be held without parallel sessions. In respect of content, the digital format will continue to provide the proven features of the analogue event, i.e. professional expertise and topicality, an overarching interdisciplinary approach, an international focus, and diversity.

NÜRNBERG MESSE

Five freely accessible keynote speeches for all participants

The public keynote addresses will continue to be a highlight of the conferences in the digital format as well. These keynotes are free of charge for all participants of embedded world 2021 DIGITAL. The following keynote speakers have been scheduled to take part in the programme:

- **1 March, 10:15:**
  Dr Reinhard Ploss, CEO Infineon
- **2 March, 10:15:**
  Professor Peter Liggesmeyer, Technical University of Kaiserslautern and Fraunhofer Institute for Experimental Software Engineering (IESE)
- **3 March, 10:15:**
  Paul Gray, Senior Research Manager, Omdia (part of Informa Technology)
- **3 March, 15:30:**
  Randall Restle, Strategic Advisor, Digi-Key
- **4 March, 15:30:**
  Kevin Dallas, CEO Wind River

Topics at the cutting edge of technical developments

"Embedded systems are an interdisciplinary technology that covers a lot of aspects. Accordingly, the topics to be discussed at the embedded world conference are wide-ranging: Internet-of-Things, hardware, software and systems engineering, safety and security, system-on-chip design, embedded vision, human-machine interaction, wired and wireless data transfer, or autonomous systems," explains Professor Axel Sikora from the University of Offenburg, who also chairs the embedded world conference. As in the past, most abstracts submitted have been for the "Software and Systems Engineering" stream. As a result, this area will constitute a major part of the conference, with presentations on this topic every day of the event. Another mainstay is the category "Internet of Things". The huge response from speakers and delegates shows that IoT systems are a megatrend in the embedded sector. The category "Autonomous Systems", which also covers artificial intelligence and machine learning at the embedded world conference, has seen significant growth. This shows that these technologies are now increasingly moving from the research

and prototype stage to the practical application phase. However, the embedded world conference also provides a platform for specialised topics like the development of application-specific chips, embedded vision, or human-machine interfaces.

Panel discussions and classes

Panel discussions on embedded artificial intelligence, safety and security, and embedded vision and connectivity in the IoT will provide a forum for lively debate on trending topics and allow participants to get involved. As well as half-hour presentations, the event will again feature a half-day or whole-day format known as "classes", in which a topic is discussed in-depth in a smaller group.

Electronic displays conference 2021 DIGITAL delivers professional expertise for display specialists

"The electronic displays conference is a byword for high-calibre industry knowledge by experts for experts. It is without doubt the most important European B2B platform for display technologies that demonstrates the innovative strength and dynamism of the display sector," says Professor Karlheinz Blankenbach from the University of Pforzheim, who also chairs the conference advisory board. The electronic displays conference 2021 will once again underline the importance of displays as a major innovative component of embedded systems.

In 2021, the highlights will include various keynotes on display markets and new display technologies and applications, as well as numerous sessions on automotive displays. These will be complemented by a host of high-calibre presentations on micro-LEDs, OLEDs, touch screens, gesture-based controls and haptic interfaces, display measuring technology, and the optimisation of displays. The virtual format means there is no need for parallel sessions, so participants can watch all presentations.

Programme and registration

To see the detailed programme and register for the embedded world conference 2021 DIGITAL please go to:

www.embedded-world.eu

To see the programme and register for the electronic displays conference 2021 DIGITAL please go to:

www.electronic-displays.de

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