



PRESS RELEASE

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Embedded vision conquers new areas of application

- High-calibre panel discussion on “Migration from PC to Embedded & from Embedded to Vision”

Embedded vision enables images to be processed on compact, very powerful computer platforms that nevertheless consume very little energy. As a result, this technology is opening up a lot of new areas of application that could not be covered previously by either PC-based or intelligent image processing (machine vision) systems.

The VDMA's Machine Vision Group (IBV) and embedded world, the leading international trade fair for embedded system, have joined forces to discuss the migration from PC-based to embedded systems, the potential of this technology and the potential uses and challenges. This is now the second time that they have organised a panel to discuss the trending topic of embedded vision.

Migration from PC to Embedded & from Embedded to Vision

When: 28 February 2018, 11:00 – 12:00

Where: embedded world, Exhibition Centre Nuremberg, **Forum Hall 3A**

Participants:

- Arndt Bake, Chief Marketing Officer, Basler AG
- Jeff Bier, Founder, Embedded Vision Alliance, and President, BDTI
- Olaf Munkelt, Managing Director, MVTec Software GmbH
- Amir Sherman, Director of Engineering Solutions & Embedded Technology EMEA, Arrow Central Europe GmbH
- Markus Tremmel, Driver Assistance Systems Chief Expert, Robert Bosch GmbH
- Leon Farasati, Director, Product Management Snapdragon Embedded, Qualcomm Technologies Inc.

**Veranstalter Kongresse
Conference organizer**
WEKA FACHMEDIEN GmbH
Richard-Reitzner-Allee 2
85540 Haar b. München, Germany
T +49 89 25556-1349
F +49 89 25556-0349
info@embedded-world.eu
www.embedded-world.eu

**Geschäftsführer
CEOs**
Kurt Skupin, Werner Mützel,
Wolfgang Materna

**Amtsgericht
Registration Number**
HRB 119806 München

**Veranstalter Fachmesse
Exhibition organizer**
NürnbergMesse GmbH
Messezentrum
90471 Nürnberg, Germany
T +49 9 11 8606-0
F +49 9 11 8606-8228
embedded-world@nuernbergmesse.de
www.embedded-world.de

**Vorsitzender des Aufsichtsrates
Chairman of the Supervisory Board**
Dr. Ulrich Maly
Oberbürgermeister der
Stadt Nürnberg
Lord Mayor of the
City of Nuremberg

**Geschäftsführer
CEOs**
Dr. Roland Fleck, Peter Ottmann

**Registergericht
Registration Number**
HRB 761 Nürnberg



“Autonomous driving is currently one of the major trends. Self-driving cars and many other innovations are being made possible thanks to camera-based security systems. The opportunities offered by these “embedded vision” systems are many and various,” says Dr Olaf Munkelt, Chairman of the Board of the VDMA Machine Vision Group. “Embedded vision will open up new areas of application for the machine vision industry, whether in the factory of the future, everyday traffic, retail trade or the consumer or medical sectors. Many visions of the future can only be realised with “embedded image processing”. “We are seeing a lot of interest in the subject on the part of developers and users of embedded systems,” says Benedikt Weyerer, Executive Director embedded world, NürnbergMesse, adding: “We are therefore delighted to be working with the VDMA to put the spotlight on this issue of embedded vision at the conference and trade fair. We are very much looking forward to the panel discussion with such high-calibre speakers and to our collaboration with the VDMA’s Machine Vision Group.”

Free entry ticket to embedded world 2018

Visitors can use the voucher code “ew18PR” available from www.embedded-world.de/voucher to obtain a free electronic ticket in advance for embedded world and the embedded vision panel discussion.

Growth market for machine vision

For years the machine vision sector in Germany and the rest of Europe has been enjoying record sales and growth. The German machine vision industry alone is predicted to have achieved record sales of EUR 2.6 billion (an increase of 18 percent) in 2017.

About the VDMA Machine Vision Group

The VDMA is the largest industrial association in Europe with more than 3,200 member companies from the capital goods industry and machine and plant construction sectors. As a sub-group of the VDMA Association for Robotics + Automation, the VDMA Machine Vision Group has more than 115 members representing vendors and integrators of machine vision systems and components. The purpose of this industry-driven platform is to support the machine vision industry through a wide range of activities and services. These focus on statistical analyses and the annual market survey of machine vision, standardisation activities, PR work, trade fair strategy and networking events and conferences. For more information please go to: <http://ibv.vdma.org>

**About embedded world**

The 16th round of embedded world is set to once again beat its previous records. The embedded technology fair is the No. 1 event in the industry. The booked exhibition space from 2017 has long since been exceeded and the fair will yet again welcome more than 1,000 exhibitors from all over the world. The success of the event is based on its coverage of the very latest trends and developments. The embedded world trade fair is an event by experts for experts. Apart from the exhibition as such, embedded world also offers two impressive congresses, the embedded world and electronic displays conference, as well as special display areas covering the topics electronic displays, M2M and safety & security, the discussion panel “Safe for the Future” featuring high-calibre speakers, and the Student Day held on the third day of the event.

About the NürnbergMesse Group

NürnbergMesse is one of the 15 largest exhibition companies in the world. Its portfolio covers some 120 national and international exhibitions and congresses and approximately 40 sponsored pavilions at the Nuremberg location and worldwide. Every year, over 30,000 exhibitors (international share: 41%) and up to 1.4 million visitors (international share of trade visitors: 24%) participate in the own, partner and guest events. NürnbergMesse has subsidiaries in China, North America, Brazil, Italy and India. The group also has a network of about 50 representatives operating in over 100 countries.

Press and media contacts

Bertold Brackemeier, Christina Freund

T +49 911 86 06-83 55

F +49 911 86 06-12 83 55

christina.freund@nuernbergmesse.de

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