



## PRESS RELEASE

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### International meeting of Embedded Systems experts

For 18 years now, embedded world has been the leading international exhibition and annual meeting place for the embedded community. Nowhere else in the world offers such an extensive, in-depth opportunity to meet all the representatives of the value chain and learn about trends, innovations and the advances being made. The range of products on offer in the seven exhibition halls extends from software and hardware to tools, services and systems, and system and application software. The theme for both the exhibition and the conference this year is “Connecting Embedded Intelligence”.

Once again in 2020, embedded world will cover a larger exhibition area than in the previous year, and will expand into an additional hall. “embedded world has already reached a high level, and is continuing to advance,” says Benedikt Weyerer, Director Exhibition of embedded world at NürnbergMesse. “In February we are expecting some 1,150 exhibitors and about 30,000 visitors from all around the world. We are also expecting increased visitor numbers for the two conferences.”

Key themes for the event include the Internet of Things, intelligent systems, software engineering, energy efficiency, and functional safety and security.

The two conferences, electronic displays Conference and the embedded world Conference, will once again be held in parallel with the exhibition. Offering almost 180 hours of intensive knowledge-sharing, the event will also reconfirm its key aspirations in terms of performance and quality.

#### Industry knowledge in a nutshell: By experts for experts

Expert panels on embedded Vision, safety & security – “Safe for the Future” and Embedded Intelligence give trade visitors in the forums access to dedicated expert knowledge and an opportunity to take part in the discussions. The special presentations turn the theoretical industry knowledge in the halls into something visitors can experience: the electronic displays Area, M2M Area, and the safety & security Area. A first this year is the embedded Vision Area, with 12 exhibitors presenting here for the first time.

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## Focus on young talents

Traditionally, embedded world pays particular attention to newcomers and young talents in the embedded community in the form of the embedded world Student Day, for example. For more than ten years, the community has been gathering at embedded world in Nuremberg every spring to learn about new developments in all aspects of embedded system technologies. University students in the relevant disciplines are a fixed part of the event. Young talents in the embedded industry can expand their networks and expertise at the Student Day on 27 February. The exclusive keynote by Professor Jana Koehler, CEO of the German Research Centre for Artificial Intelligence (Deutsches Forschungszentrum für Künstliche Intelligenz GmbH, DFKI), will round out the rich programme content.

Just as important to the event are the young, innovative companies exhibiting at a pavilion sponsored by Germany's Ministry of Economic Affairs and Energy (BMWi) and in the Start-up Area.

## Free admission to embedded world 2020

Visitors to the trade show can reserve their admission ticket now for embedded world 2020 using the coupon code ew20future. Just redeem your code at [www.embedded-world.de/gutschein](http://www.embedded-world.de/gutschein). Shortly after you register, you will receive an electronic ticket that will give you fast, direct access to embedded world.

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**[www.embedded-world.de/exhibitors-products](http://www.embedded-world.de/exhibitors-products)**

All press releases and more detailed information, videos and photos are available from: **[www.embedded-world.de/en/news](http://www.embedded-world.de/en/news)**

More detailed information and videos about the Student Day are available from: **[www.embedded-world.de/studentday](http://www.embedded-world.de/studentday)**