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Exhibition&Conference
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PRESS RELEASE

December 2016

Safe for the Future – Top-Level Speakers at Panel Discussion

Following the major success of its inaugural edition in 2016, a second panel discussion will be held at the embedded world Exhibition & Conference 2017 on 15 March, its second day. Under the slogan "Safe for the Future", discussion at Exhibition Centre Nuremberg will revolve around the security of embedded systems and safeguarding computers and communication channels. The core topic will be protecting networked embedded systems in the Internet of Things. Daniel Cooley, Senior Vice President and General Manager of Silicon Labs, Prof. Christof Paar, Chair for Embedded Security at Ruhr-University Bochum and Arne Schönbohm, President of the German Federal Office for Information Security, have already accepted an invitation to speak.

"We are proud to offer our visitors such an exciting event filled with real industry experts again in 2017. Hearing various points of view about the complex, wide-ranging topic of the security of embedded systems in person is of great interest. The discussion will certainly be very fruitful again," explains Benedikt Weyerer, event director for embedded world at NürnbergMesse. All of the right factors are in place. **Daniel Cooley, Senior Vice President and General Manager of Silicon Labs, Prof. Christof Paar, Chair for Embedded Security at Ruhr University Bochum and Arne Schönbohm, President of the German Federal Office for Information Security** are renowned experts in their field and will make sure that a lively expert discussion takes place. The event will focus on protecting **networked embedded systems in the Internet of Things –** a must for all embedded specialists. Moderator **Prof. Axel Sikora, Member of the Steering Board for the embedded world Conference and Scientific Director of the Institute of Reliable Embedded Systems and Communication Electronics at the Offenburg University of Applied Sciences** will ensure close thematic links between the embedded industry, the Internet of Things and the visionary framework.

More about the experts

Daniel Cooley, senior vice president and general manager of Silicon Labs' Internet of Things (IoT) products, drives the company's global IoT strategy

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and business results. He is responsible for the development and market success of different products of the company. Daniel joined Silicon Labs in 2005. Over the years, Daniel has served in various senior management, engineering and product management roles at the company's Shenzhen, Singapore, Oslo and Austin sites. He has an MS in electrical engineering from Stanford University and a BS in electrical engineering from The University of Texas at Austin and holds four patents in radio and low-power technology.

Prof. Christof Paar is the Chair for Embedded Security at Ruhr University Bochum, and is affiliated professor at the University of Massachusetts in Amherst. He co-founded CHES (Cryptographic Hardware and Embedded Systems), the leading conference on embedded security. His research interests include applied cryptography, hardware security and security analysis of real-world systems. Christof has over 180 peer-reviewed publications and he is fellow of the Institute of Electrical and Electronics Engineers (IEEE). He also co-founded ESCRYPT, a leading system provider for automotive security, which is now part of Bosch.

Arne Schönbohm began in his new position as President of the German Federal Office for Information Security (BSI) in February 2016. Before becoming CEO of BSS BuCET Shared Services AG (BSS AG), which advises companies on cyber security, in 2008, Arne held a variety of positions within the EADS group. Altogether, he can look back on a 13-year career in the industry. Arne also worked as a security expert and advisor to a variety of political decision-makers at regional and national level in Germany. Prior to his appointment as BSI president, Arne Schönbohm spent more than three years serving as president of Cyber-Sicherheitsrats Deutschland e.V., which was founded in 2012. He has authored a variety of books, including Deutschlands Sicherheit – Cybercrime und Cyberwar (2011).

Prof. Axel Sikora is Scientific Director of the Institute of Reliable Embedded Systems and Communication Electronics at the Offenburg University of Applied Sciences and Deputy Member of the Board and Head of the Software Solutions unit at Hahn-Schickard Gesellschaft für Angewandte Forschung e.V. in Villingen-Schwenningen. He has spent many years working on the development, verification and integration of secure, reliable and efficient communication solutions for embedded systems.

Attendance at the event is by registration only. You can register at this link: **www.embedded-world.de/en/safeforthefuture**

safety & security Area 2017

Safety and security not only play a major role in the panel discussion and at the conference, but also right in the midst of the action on the exhibition floor. Visitors can learn how to protect embedded systems against attacks, how to design attack-proof hardware and software for embedded solutions and how to monitor channels of attack in the embedded industry at the **safety & security Area** in Hall 4A.

Looking back and ahead – embedded world is a real success story!

The embedded world Exhibition&Conference is the world's foremost trade show and conference event for embedded systems technologies and all aspects of the Internet of Things. In 2016, the embedded world Exhibition&Conference set new records again: 939 exhibitors presented the latest trends and developments in the embedded world to more than 30,000 trade visitors. Close to 1,700 participants delved deeper into the subject at the associated embedded world Conference and electronic displays Conference. Visitors can already look forward to a new record event.

Free admission to embedded world 2017

Visitors to the trade show can already reserve a free admission ticket now for embedded world 2017, using the coupon code **ew17PR**. Just redeem your code at **www.embedded-world.de/voucher**. Shortly after you register, you'll receive an electronic ticket that will give you fast, direct access to embedded world.

You can find out everything you need to know about embedded world 2017 – including hall maps, detailed conference programmes, the current list of exhibitors and products, and tips for getting here – online at: **www.embedded-world.de/en**

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A full list of exhibitors, with current product information, is available at: **www.embedded-world.de/exhibitors-products**