

**PRESS RELEASE**

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**Precise specialist knowledge for the embedded community**

**embedded world 2020 and its conference programme are synonymous with the latest trends and developments and top-level knowledge transfer. Expert interaction and the dedicated communication of specialist knowledge are the priority: at the stands and in the exhibitor forums, in the Expert Talks, and especially in the two top-quality conferences. From the outset, the first-class, high-quality presentations and programme items at the embedded world Conference and the electronic displays Conference have been a winning drawcard for the trade world.**

“embedded world is tremendously important for the industry. We are encouraged by the commitment shown by the embedded community in difficult times like this, which highlights the particular significance of the event. After all, embedded world remains, even in the current situation, THE international meeting place for the worldwide embedded community with more than 930 companies from all around the world.” says Thomas Preutenborbeck, a member of the NürnbergMesse management team.

**Connecting Embedded Intelligence – the theme for both exhibition and conference**

As the international meeting place for the embedded sector, the embedded world Conference reflects the latest trends. These of course include Machine Learning and Artificial Intelligence. End-to-end networking now makes it possible to gather huge volumes of data, which must be evaluated and analyzed in order to extract strategies for future action from them. Determining how much data can be processed on-site and what will be transmitted to the Cloud can be a difficult process, and this will be one of the key topics for discussion at the conference. The theme this year is “Connecting Embedded Intelligence”. Even so, there will be plenty of focus on the other long-term themes, such as hardware and software engineering,

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and the Internet of Things. No other core topics have ever attracted so many presentations. The overall programme for 2020 will be divided into ten conference clusters: Internet of Things, Connected Systems, Embedded OS, Functional Safety & Security, Hardware, Software Engineering, Embedded Vision, Intelligent Systems, Embedded HMI & GUI, and System-on-Chip.

### **Keynote on platform economy and the IIoT**

In his keynote presentation at the embedded world Conference on the first day of the exhibition, Professor Ulrich Löwen, Siemens, Department of Corporate Technology (CT), spoke on the platform economy and the Industrial Internet of Things. Data from sensors, devices and gateways comes together on IoT platforms, where it is consolidated, observed and evaluated. Professor Löwen presented a range of platform models, which differ in aspects such as how open or closed they are. He showed the impacts technology has on business models and value chains – an interesting view beyond the horizon.

Professor Löwen is Senior Principal Key Expert Engineer at Siemens Corporate Technology, the company's central R&D division. He has built up extensive experience in the various positions he has held during his time with Siemens. He is a member of the Industrie 4.0 Platform and numerous other consortia and international organizations.

### **Precise expert knowledge at the electronic displays Conference**

There can be no doubt that the electronic displays Conference is the most important B2B platform for display technologies in Europe. The high-level knowledge transfer and professional dialogue between participants and speakers is a high priority. On 26 and 27 February, developers, scientists and users of electronic displays will discuss the latest display technologies, including LCD, Micro-LEDs, touch, optical bonding, screen systems and automotive displays.

Once again this year, the conference will show that displays are a central and innovative component of embedded systems. Displays are a prominent and important theme, not just in the conference but also in the exhibition halls. The link between theory and practice can be seen and experienced in the electronic displays area in Halls 1 and 3. This offers a platform for the



latest technology in the areas of LCD, OLED, ePaper, touch, interfaces, display solutions and much more.

Highlights this year are keynotes on display trends, a number of sessions on automotive displays and other top-level presentations on display metrology, display optimization, AR/VR, GUI/HMI and special applications. Author interviews have grown to become a strong tradition at the conference. After each session, these provide an excellent opportunity to discuss the presentation in a small group.

All the information about the programme for the electronic displays Conference 2020 is available at: **[events.weka-fachmedien.de/electronic-displays-conference/program](https://events.weka-fachmedien.de/electronic-displays-conference/program)**

### **Top-level expert rounds and a focus on current topics of interest**

The format for the Expert Talks at embedded world has become established, and is very well received. Following the highly successful previous events in the series, the popular panel discussions on Safety & Security, Embedded Vision and Embedded Intelligence will be held once again in 2020. The round of talks entitled “Embedded Vision Everywhere!?” will begin at the forum in Hall 2 at 13:30 on 26 February. The programme will continue with the expert round “Connecting Embedded Intelligence”, also on 26 February, starting at 15:30 in the exhibitors’ forum in Hall 3A. And last but not least, specialists will discuss all aspects of “Safe for the Future” at the forum in Hall 2 at 14:00 on Thursday 27 February, when they look at the latest challenges affecting the development of secure systems in an age of rapidly expanding functions and growing complexity.

For more information on these top-quality events with high-calibre participants, please go to **[www.embedded-world.de/en/events](http://www.embedded-world.de/en/events)**

### **Theory meets practice: special presentations in the halls**

The theoretical knowledge communicated during the conferences will not only be presented in detail at the exhibitors’ stands in the exhibition halls but will also be expanded on in the special display areas devoted to M2M, electronic displays and Safety & Security; among the young and innovative companies present; and in the start-up area. A new development this year is



the embedded vision area in Hall 2, where companies will present image recognition and processing systems incorporating reasonably priced, efficient and reliable embedded systems.

### **New, additional category at embedded award 2020**

The embedded award was presented for especially innovative products and developments in the categories of hardware, software, embedded vision and start-ups. A new development this year was that the award was also offered in the category of Safety & Security. On 25 February 2020, the first day of the exhibition, a jury of industry experts recognized examples of outstanding performance in technical development for the 16<sup>th</sup> time. The sought-after awards were presented as part of the international press tour. Together with the management team from NürnbergMesse, Professor Axel Sikora announced the winners in each category at the exhibitors' forum in Hall 3A.

The list of winners and nominees is available online at: [www.embedded-world.de/nominees2020](http://www.embedded-world.de/nominees2020)

### **Student Day: the annual highlight for university students**

Every spring for more than ten years, the community has been gathering at embedded world in Nuremberg, the world's leading trade fair for embedded systems, 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, and the Student Day on 27 February 2020 will give new talents in the embedded scene a further opportunity to expand their networks and expertise. The richly varied programme will be rounded out by an exclusive keynote presentation by Professor Jana Koehler, CEO of the German Research Centre for Artificial Intelligence (Deutsches Forschungszentrum für Künstliche Intelligenz, DFKI). Under the heading "Artificial Intelligence – The Next Twenty Years", she will turn her focus to the future of artificial intelligence. A specialist in AI, artificial robotics and Industrie 4.0, as well as software architecture, her activities include the optimization and digitalization of business processes.



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