



PRESS RELEASE

July 2017

High-calibre gathering of experts

- **Call for papers & workshops – embedded world conference 2018**
- **Call for papers – electronic displays conference 2018**
- **Review: embedded world 2017 impressive across the board**

The publication of the call for papers signals that the embedded world and electronic displays conferences 2018 are under way. As in previous years, the focus will once again be on the latest issues affecting embedded systems and displays. The conferences thus provide a high-calibre thematic accompaniment to the exhibition and forums taking place in the halls.

As the world's No.1 international gathering for the embedded community, the embedded world conference 2018 will be dedicated to the theme "Embedded goes autonomous". More and more embedded systems function autonomously without human intervention. Everyone may be talking about autonomous driving meanwhile, but the development doesn't stop there. And as always, embedded world showcases the latest innovations in the field of embedded system development, both in the exhibition area, which will once again accommodate more than 1,000 exhibitors, and at the conferences.

Embedded world conference 2018 – submit your presentation now

In this, its 16th appearance, the world's most important gathering of embedded system developers will once again present the latest developments, set trends and highlight the priorities for future developments. It's where engineers from the fields of hardware, software and system development come together to turn the forthcoming milestones of embedded system development into reality. The autonomy of embedded systems represents a new chapter. Securely and reliably interconnected embedded systems form the backbone for the digital transformation that is needed.

**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



This year, the embedded world conference has subdivided its ten focus topics into three main clusters. They reflect the areas with the greatest momentum, growth potential and challenges for embedded system developers.

Applications

- **Autonomous Systems**
- **Internet of Things**
- **Embedded Vision**

Engineering and Design of Hardware, Software and Systems

- **Hardware Engineering**
- **Software Engineering**
- **Systems Engineering**
- **Management of Engineering Processes**

Enabling Technologies

- **Connectivity**
- **Embedded OS**
- **Safety & Security Focus**

“Embedded Vision” is a new inclusion in the conference. The opportunities that open up through optical sensors and downstream algorithms are extremely diverse: the embedded world is learning to see.

Quite apart from the numerous new potential applications, the traditional themes of the conferences always have something new to offer. The challenge of designing systems that are attack-proof continues to be a burning issue, to name just one.

Preparations are already under way with the call for papers & workshops. Compelling proposals for papers on one of the specified focus topics for an audience of technical developers, or for a contribution to “Management of Engineering Processes” that supports decision-makers with important processes, can be submitted online until **7 September 2017** at: www.embedded-world.eu/call-for-papers

Experts gather at electronic displays conference 2018

Industry insiders have known for a long time that the electronic displays conference is now considered one of the most important industry platforms for display technologies. Every year, developers, researchers and decision-makers come together in Nuremberg to exchange relevant information on international display markets and discuss the latest technical solutions.



“Every year, display specialists from all over the world come to the electronic displays conference to share their professional expertise with one another. The professional dialogue and the latest R&D findings are what make this event unique. The electronic displays conference represents two days of top-class knowledge-sharing at the highest technical and scientific level,” explains Professor Karlheinz Blankenbach from the University of Pforzheim, who chairs the Congress Advisory Council.

As well as knowledge transfer, delegates have the opportunity to discuss the presentations with one another in the popular “Author Interviews” held after each session. The presentations in English are scheduled for 20 minutes each. Proposals for topics can be submitted up to **6 October 2017** via the conference website, where you will also find further information on the electronic displays conference and the call for papers:

www.electronic-displays.de

Thematic overview 2018:

- Display technologies (e.g. LCD, OLED, LED, E-paper, flexible displays, (pico-) projection, new technologies like micro-LEDs)
- Display applications (e.g. e-signage, automotive, avionic, consumer, industrial, information, medical, mobile, requirements, solutions)
- Driving and interfaces (e.g. controller, software, FPGA, LVDS, HDMI, embedded DISPLAYPORT)
- Touch screens (e.g. techniques, software, optimizations, measurement, haptic feedback)
- GUI, HMI (e.g. software, methods, solutions)
- 3D (e.g. 3D display technologies, reproduction, software, evaluation)
- Measurement tasks (e.g. display and image quality, ambient light)
- System aspects and integration (e.g. embedded systems, lifetime, environmental conditions)
- Display subassemblies (e.g. backlight, housing, power supply)
- Supply chain (e.g. quality assurance, customised displays, reliability, logistics)
- Market data (e.g. FPD, touch, interfaces, applications)

**Review: embedded world 2017 sets milestone!**

Once again, the embedded world exhibition & conference has reinforced its outstanding role for the international embedded community. The 2017 event broke new records after three action-packed days of trade fair and congress: Display area was up again by 8%. The 1,017 exhibiting companies from 40 countries represent a milestone, while more than 30,000 trade visitors underscore the event's role as the No. 1 gathering for the industry.

Equally successful, and featuring more participants yet again, were the embedded world and electronic displays conferences: 1,796 embedded and display experts from all over the world came to Exhibition Centre Nuremberg to enjoy professional knowledge-sharing of the highest calibre.

DATES for embedded world 2018

The next embedded world exhibition & conference will take place from **27 February to 1 March 2018** at Exhibition Centre Nuremberg.

If you missed embedded world 2017 or would like to take a look back at how it was, an overview is provided by our latest video clips at **www.embedded-world.de/en**

Follow us on twitter: **@embedded_world**

Contact for press and media

Bertold Brackemeier, Christina Freund

T +49 911 86 06-83 55

F +49 911 86 06-12 83 55

christina.freund@nuernbergmesse.de

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