



PRESS RELEASE

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Important for the embedded-industry and the entire economy

Tomorrow, Tuesday, 25 February 2020, embedded world, the most important platform for the industry worldwide starts. Until Thursday, companies whose product ranges extend from components, modules and complete systems to operating systems, hardware, software and services will present themselves at the leading trade fair.

NürnbergMesse expects approximately 900 exhibitors in the halls. The fact that the number is significantly lower than last year is due to the spread of the coronavirus, which has prevented some companies from exhibiting at the exhibition. "We have never held an exhibition under such complex, global conditions before. Unfortunately, the effects of the corona situation on this fair cannot be completely avoided. We regret, but respect the fact that a number of companies will now not be attending the fair at short notice. Nevertheless, we are convinced that embedded world is attractive and worthwhile for exhibitors and visitors again this year," says Dr. Roland Fleck, CEO of NürnbergMesse. And he continues: "The guiding maxim for our actions is without doubt that the health of all of us is the greatest good that needs to be protected. We as organizers have therefore considered this with great care in the last few days and are convinced – also in close cooperation with the authorities – that the exhibition can take place. The service and the added value that this fair provides for the entire industry are of great importance."

Peter Ottmann, CEO of NürnbergMesse, adds: "As the leading exhibition, embedded world is the most important meeting place of the year for companies in the industry. We see ourselves as a service provider for the embedded industry and as such are obliged to hold the exhibition even when the general conditions are difficult. Impulses emanate from this event – for example in the field of IoT – that have an impact on the entire economy".

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Even though, after rational consideration of all the facts surrounding the coronavirus – also considering the latest developments in Italy – and in exchange with the authorities, the fair was not at issue, several additional professional measures were taken to further increase safety and hygiene. These include increased cleaning and disinfection precautions, sensitization and training of all staff as well as the provision of qualified doctors.

You can find up-to-date information and the current list of exhibitors at embedded world online at: **www.embedded-world.de/en**

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All exhibitors and their current product information can be found at

www.embedded-world.de/exhibitors-products

All press releases and further information, films and photos can be found at:

www.embedded-world.de/en/news