



CLOSING REPORT

March 2017

embedded world impressively underscores its role as leading international exhibition

- **New milestone: more than 1,000 exhibitors for the first time**
- **Over 30,000¹ high-calibre trade visitors once again**
- **Growth in conference delegate numbers**
- **2017 embedded award recognises pioneering innovations**

Following its 15th round, embedded world has once again impressively reinforced its status as the No. 1 international gathering for the embedded system technology sector. In 2017 it again reported significant increases in all important exhibition-specific KPIs and broke new records after three exciting, action-packed days of trade fair and congresses. More than 30,000¹ trade visitors – including an international contingent of 38% – came to Nuremberg for an event that reached new heights with more than 1,000 exhibitors (+8%) from 40 countries. The professional community was equally impressed by the concurrent embedded world and electronic displays conferences: 1,796 embedded and display experts from all over the world (+8%) travelled to Nuremberg to enjoy professional dialogue and knowledge-sharing.

“These results from the 15th round of embedded world show that it is absolutely the No. 1 event for the international embedded sector. On the occasion of this small anniversary, the event not only increased in display area (up 8%) but also passed a new milestone for exhibitor participation, breaking the four-digit barrier with 1,017¹ exhibitors from 40 countries. But the 30,017¹ trade visitors from all over the world also

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¹The figures for visitors, exhibitors and display area at this exhibition are determined and certified according to the standard definitions of FKM, the Society for Voluntary Control of Fair and Exhibition Statistics.



highlight the importance of the event for the embedded community. "We are very pleased that the event has grown yet again, especially in respect of the number of international exhibitors and visitors," says Richard Krowoza from the NürnbergMesse Management Team.

Highly satisfied exhibitors at embedded world 2017

This year too, the mood in the halls was excellent and both exhibitors and trade visitors were very satisfied with the event they call their own. Both groups benefited from the professional dialogue with one another and a number of new projects were instigated. All of this is also confirmed by our exhibitor poll, in which nine out of ten participating companies rated the event a success. Based on this upbeat mood and the results at their stands, equally as many companies said that they would be exhibiting again in 2018. Around nine out of ten expect follow-on business from the event and 94% were able to forge new business contacts. In addition, 95% confirmed that they managed to reach their target groups.

Trade visitors happy to recommend embedded world

"On this its 15th appearance the embedded world event continued to impress trade visitors. You could really feel the fantastic atmosphere in the halls. And this is again illustrated very clearly by the visitor survey conducted by an independent institute," explains Benedikt Weyerer, Director Exhibitions, NürnbergMesse. Almost without exception, trade visitors were satisfied with the content of the event and range of products on display. Nine out of ten of the 30,017 trade visitors are involved in the procurement decisions of their companies. This is further evidence of the great importance of the fair for the embedded community. No less than 86% would recommend visiting embedded world to their business contacts and colleagues, while 97% stated even before the fair was over that they would be visiting embedded world again in 2018.

Focus of embedded world conference on IoT and Security & Safety

The theme of the **embedded world conference** was "Securely Connecting the Embedded World". As well as the two main thematic focus areas "Internet of Things" and "Security & Safety", the programme included another four conference clusters: "Software & Systems Engineering", "Hardware Engineering", "Embedded OS" and "Management Focus".



The individual clusters were made up sessions and classes and so allowed participants to choose between highly topical, practice-based content or technically sophisticated tutorials devoted to exploring an issue in greater depth. The keynote addresses were given by Mathias Wagner, Chief Security Officer, NXP and Riccardo Mariani, Chief Functional Safety Technologist, Intel.

"In numerous conversations with conference delegates and company representatives the great importance attached to the embedded world exhibition and conference was confirmed again and again. Visitors and conference delegates take home ideas, practical solutions and inspiration that put them in a favourable position to tackle the tasks ahead of them," says Professor Matthias Sturm, Chair of both the Advisory Committee of embedded world and the Steering Board of the embedded world conference.

The **electronic displays conference** also grew again this year and provided the professional community with all relevant information about displays for developers, users and decision-makers. For example, internationally renowned experts held keynote presentations on new approaches in display technology as well as market and technology trends. Other thematic focus areas and highlights of the conference included success factors for displays in automotive applications, OLEDs, AR/VR and the latest trends in touch screens. Sessions on topics like display measuring technology, interfaces and display optimisation provided a fitting complement to the programme, while the regular author interviews after each session offered a great opportunity to discuss the presentation content in a small group setting.

Interesting discussion forums with insights into the future

At the second round of 'Safe for the Future', the protection of critical infrastructures was discussed by: Daniel Cooley, Senior Vice President and General Manager of Silicon Labs, Professor Christof Paar, Department for Embedded Security at Ruhr University Bochum and Bernd Kowalski from the German Federal Agency for IT Security (BSI). The discussions were moderated by Professor 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 Offenburg University of Applied Sciences.



The discussion panel “**Embedded vision – the ‘next big thing’?**” made its debut this year. Already an established issue for the mechanical engineering sector, this was an interesting topic for the embedded community. What is merely wishful thinking and what is a reality? High-calibre representatives from the traditional image processing and embedded communities joined with users to discuss the latest developments, opportunities and challenges of embedded vision. There were responses from Richard York, Vice President Embedded Marketing, ARM Ltd., Arndt Bake, Chief Marketing Officer, Basler AG, Jeff Bier, founder of the Embedded Vision Alliance, Olaf Munkelt, Managing Director, MVTec Software GmbH, Markus Tremmel, Driver Assistance Systems Chief Expert, Robert Bosch GmbH and Nick Ni, Senior Product Manager, Embedded Vision and SDSoC, XILINX. This event resulted from a collaboration between the VDMA IBV (German Mechanical Engineering Industry Association) and NürnbergMesse.

embedded award 2017: innovation, innovation, innovation

For the 13th time, the embedded award has recognized products that make a special contribution to the progress of the entire sector of embedded systems and IoT. The coveted accolade was awarded in the categories hardware, software and tools during the press tour of embedded world 2017. The awards were presented by Dr Roland Fleck, CEO of NürnbergMesse and Professor Matthias Sturm, Jury Chair and Chair of the Advisory Board of embedded world.

And the winners are:

- next system with HapticTouch™ in the hardware category
- PROVE&RUN with its ProvenCore-M in the software category
- MathWorks with HDL Coder Native Floating Point in the tools category

For more information on the embedded award and winners please go to:

www.embedded-world.de/en/award

or:

www.embedded-world.de/press



STUDENT DAY: networking opportunity for more than 1,000 undergraduates at the exhibition

1,000 students from embedded-related courses from Germany, Austria and the Czech Republic gathered for the eighth time in Exhibition Centre Nuremberg on 16 March 2017, the third day of the event. The highlight of the Student Day 2017 was the keynote address by Sascha Wolter, Senior Manager Connected Home, Deutsche Telekom AG entitled "Internet of Uncanny Things".

The next embedded world exhibition and conference will take place from **27.2 to 1.3.2018** in Exhibition Centre Nuremberg.

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