PRESS RELEASE

February 2018

Higher, faster, further – embedded world on course for success!

- **More display area and exhibitors**
- **Conferences of the highest professional calibre**
- **Top keynote speakers**
- **embedded award – accolades for innovative products**

There's every justification for stating that embedded world has a considerable track record of success. Even in this its 16th year, it is pulling out all the stops once again to be bigger and better than ever. The trade fair has seen an increase in both display area and exhibitor numbers. In 2018 it once again expects to welcome more than 1,000 companies from all over the world to showcase their products and services at the high-calibre event. The embedded world and electronic displays conferences will also impress industry professionals once again with their first-class programmes including very interesting keynote speeches.

"Since it made its debut in 2003, embedded world has become the most important and biggest industry event for the embedded community. In the meantime, more than 1,000 exhibitors and a hugely diverse range of products offer visitors a wealth of high-calibre expertise. At no other fair will you find such a concentration of professional expertise in embedded systems technologies at the stands of the exhibiting companies and in the conferences, forums and product presentations," says Richard Krowoza from the NürnbergMesse management team.

At the embedded world conference, autonomous embedded systems take centre-stage

In 2018, the theme of the embedded world conference is **"Embedded goes autonomous"**. As well as the dedicated focus on this topic, there will also be an exploration of "Embedded Vision" – the computer-assisted processing of images – that is very strongly associated with autonomous applications.

NÜRNBERG MESSE

Overall, the programme in 2018 is subdivided into seven conference clusters: Internet of Things, Embedded Vision, Autonomous Systems, Security & Safety, Embedded OS, Hardware Engineering, and Software & Systems Engineering. The individual clusters are made up of sessions and classes.

Keynotes put the spotlight on intelligent systems and the IoT
The two keynote addresses on the first and second days of the embedded world conference are always a particular highlight. And this year we have been fortunate to get two renowned industry experts on board. On the first day, 27 February 2018, **Mark Papermaster**, CTO of AMD, will speak about "Evolving embedded systems in a self-directed world". On the second day of the conference **Andrea Martin,** IBM DACH CTO & IBM Global Markets Technical Executive, will present the keynote "Industry solutions with the Internet of Things".

The entire programme for the embedded world conference, with contributions from international experts in 36 sessions and 13 classes, abstracts of papers and information on the speakers is now available online at: **www.embedded-world.eu**

Expertise on electronic displays
On 28 February and 1 March 2018, developers, scientists and users of electronic displays will once again come together to discuss and learn about the latest display technologies such as LCD, OLED or e-Paper, flexible displays, 3D displays, GUIs, touch screens, the wide range of applications for these displays and the development of the market.

Highlights in 2018 are the keynotes on display trends and OLEDs, three sessions on automotive displays, and other high-calibre sessions on touch screens, measuring technology, AR/VR and applications and optimisations. The regular author interviews held after each session offer a great opportunity to discuss the presentations in a small group. But it is not just in the conference that displays are a prominent topic; they also feature heavily during the trade fair as such.
For details of the programme for the 2018 electronic displays conference please go to: **www.electronic-displays.de**

In the spotlight: Protection of networked embedded systems in the IoT

"Safe for the Future" has already become established as an integral part of embedded world. For its third round in 2018, we were able to get renowned experts on board again for a top-notch discussion panel. The key topic is the protection of networked embedded systems in the Internet of Things. The main issues to be explored include which measures can be implemented to protect critical infrastructures, what critical infrastructures and applications are, and which measures can be adopted for supposedly non-critical applications. **Thomas Rosteck,** President of the Chip Card & Security Division at Infineon and **Professor Michael Waidner,** Director of the Fraunhofer Institute for Secure Information Technology (SIT) in Darmstadt and Birlinghoven, have already confirmed their attendance. Moderator 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 the Offenburg University of Applied Sciences, will ensure that the discussion focuses on the close thematic links between the embedded industry, the Internet of Things and the visionary framework. The discussion panel will take place at 15:00 in the Forum in Hall 3A.

Special display areas in the halls – the switch from theory to practice

The theoretical insights conveyed during the conferences are not just brought to life at the stands of the more than 1,000 exhibitors in the halls, but also in the special display areas M2M, electronic displays und safety & security or, in more detail, at the pavilions for young innovative companies.

safety & security Area 2018

At the special "**Safety & Security Area**" in Hall 4A, visitors can find out from 14 exhibitors how to protect embedded systems from attack, design attack-proof hardware and software for embedded solutions and monitor attack routes in the embedded sector.

Hands-on displays

The Electronic Displays Area in Hall 1, which will feature more than 81 exhibitors this year, offers a platform for the latest technology relating to LCDs, OLEDs, e-Paper, touch screens, interfaces and a whole lot more.

embeddedworld Nürnberg, Germany 27.2.–1.3.2018
Exhibition&Conference
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M2M Area attracts more exhibitors

Human-machine interfaces, touch screens and 3D displays are the main focus of the special M2M Area in Hall 3, which showcases the latest products and applications from the machine-to-machine segment. This year, 73 exhibiting companies will present their products to the embedded community.

Young innovative companies get a chance to shine at the trade fair

At their pavilion in Hall 4A, 12 German start-ups showcase their top products and innovations. The pavilion, which is funded by the Federal Ministry for Economic Affairs and Energy (BMWi), provides support to start-ups and newcomers in the embedded sector as they take their first steps to success.

Presentation of embedded award 2018

There is much excitement again this year about the highly coveted embedded award, which acknowledges the most innovative product ideas and developments in the categories Hardware, Software and Tools. As tradition demands, it will be presented in the Forum in Hall 3A following the press tour on the first day of the trade fair on 27 February by **Professor Matthias Sturm, Chairman of the Jury**, and **Dr Roland Fleck, CEO of NürnbergMesse**. For the list of nominees please go to:
www.embedded-world.de/en/award

Student Day: "On the joy and peril of being an engineer"

The more than 1,000 students from all over Europe who are expected to attend the STUDENT DAY at embedded world come to Nuremberg to learn from industry experts and make contact with the biggest and most important companies from the embedded sector. The Student Day will take place for the ninth time this year and as always offers undergraduates first-class industry information and a chance to broaden their horizons. In 2018 this will be the task of **Dr Christoph Kucklick**, Editor-in-Chief of **GEO** magazine, who will talk about the joys and perils of being an engineer.

More detailed information and videos about the STUDENT DAY are available from: **www.embedded-world.de/studentday**

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**