



PRESS RELEASE

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embedded world 2021 DIGITAL: Global embedded community gathers for virtual dialogue

- Leading sector meeting purely virtual this year
- Extensive supporting programme and matchmaking services facilitate sharing of expertise and networking between experts
- embedded world Conference und electronic displays Conference offer insights into future technical developments

301 exhibitors, about the same number of congress presentations, and a further 250 or so informative contributions at the exhibition – embedded world 2021 DIGITAL is all this and more. From 1 to 5 March it will give experts and decision-makers in the field of embedded system development an online platform to interact and share knowledge at a professional level. Participants in the embedded world Exhibition can look forward to company and product presentations, in addition to round tables, lectures, expert panels, and Keynotes from the conferences held in parallel, which they can also visit. The embedded world Conference and electronic displays Conference offer international experts from the worlds of science and the economy a platform to discuss the latest trends and show the way to the future of embedded systems. Registrations will still be accepted after the event has begun. The next embedded world Exhibition & Conference will take place from 15 to 17 March 2022.

Once every year, embedded world is the central meeting place for the international embedded community, providing it with a venue and an ideal opportunity for professional interaction, and this year will be no exception. “The exhibition and conferences, with leading names in attendance, will complement each other in virtual event format, reflecting all the links in the value chain and current development trends,” says Benedikt Weyerer, Director Exhibitions embedded world at NürnbergMesse. “We’re very pleased with the positive response to the digital format and the lively participation from the innovation-driven embedded community.”

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**embedded world Exhibition: Exhibitors from global players to start-ups**

The 301 exhibitors from all around the world will include global players, start-ups and the exclusive partners to the exhibition: Arm, EBV Elektronik, Intel, Microsoft, Mouser Electronics, Samtec and STMicroelectronics. Company profiles are provided for all exhibitors, listing and providing further information on their products and services. The exhibitor profiles are rounded out with personal contacts who can be reached directly via chat, and the opportunity to arrange a video call.

Focus on matchmaking

The business platform also includes an integrated matchmaking tool to ensure the right experts can be brought together. The tool matches searches against offers from all the participants to suggest potential dialogue partners with many points in common.

Extensive supporting programme on topics of current interest

Participants in embedded world DIGITAL can look forward to an extensive supporting programme: They will have access to a total of about 250 lectures and round tables, five expert panels and five Keynotes. The expert panels will focus on the themes of “Embedded Artificial Intelligence”, “Safety and Security”, “Embedded Vision” und “Connectivity”. In addition, a round with the theme of “Diversity Talks” will look at diversity as a factor for success in innovation. Participants also have the opportunity to attend five Keynotes from the programmes of the accompanying conferences, including the lecture “How to Build Embedded Intelligent Systems for a Post-Pandemic World” by Infineon CEO Dr Reinhard Ploss and the Keynote by display expert Paul Gray (Omdia), “Display Disruption: How New Display Technologies are Changing the Industry”. Taking advantage of the flexibility offered by the digital format, the organizers will offer slots specially targeted at the US and Chinese markets, which are scheduled to accommodate the relevant time zones. Presentation of the coveted “embedded award” and the “embedded Start-up award” will be transmitted live from a studio at the Exhibition Centre Nuremberg.

Registrations for the embedded world Exhibition will still be accepted after the event begins. See www.embedded-world.de/en/tickets

**embedded world Conference: Developers focus on visions for the future**

The embedded world Conference 2021 DIGITAL will bring together leading embedded experts and development specialists at a virtual level for 234 lectures and 19 classes. “Embedded systems can now be found everywhere in our daily lives and are constantly opening up new visions of the future,” says Professor Axel Sikora of Offenburg University of Applied Sciences, Chair of the embedded world Conference. “Self-driving vehicles are one example. The development of these embedded systems, and of systems of systems, demands extensive expertise and knowledge of the current R&D landscape at all levels. With this year’s theme of “embedded.intelligent.systems – the innovators’ place to be”, embedded world 2021 DIGITAL is the ideal platform!” There will be a wide range of subjects, as usual, extending from the Internet of Things and connectivity to hardware, software and system engineering; safety and security; system-on-chip design; embedded vision; human-machine interaction; wired/wireless data transfer; and autonomous systems.

To book conference tickets, even once the event has started, please go to:
www.embedded-world.eu

electronic displays Conference: Focus on display technologies

The electronic displays Conference 2021 DIGITAL is Europe’s most important conference for the display industry in online form. “Huge strides are being made in the development of displays, and the display technologies of the future are already appearing on the horizon,” notes Professor Karlheinz Blankenbach, Pforzheim University and Chair of the Congress Committee, summarizing the importance of the conference for the sector. “That’s what the electronic displays Conference is about, in addition to the latest challenges facing display experts.” One of the focal points of the conference, with 55 presentations including nine Keynotes, is micro-LEDs. The experts will discuss the potential offered by the new technology, but will also deal with technology already established on the market and opportunities to improve it. These include, for example, systems for gesture control and the application of haptic feedback in industrial and automotive displays, test methods, questions of standardization and the refinement of display production technology.

To book conference tickets, even once the event has started, please go to:
www.electronic-displays.de



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