



## PRESS RELEASE

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### Practical answers to the key issues facing the embedded industry

- The 15-year success story of embedded world
- High-calibre congress programme now online
- Embedded World Conference set to cover wide range of topics
- Electronic Displays Conference features top speakers from all over the world

Once again this year, the embedded world Conference and the electronic displays Conference will be supporting the efficiency and innovative strength of the global embedded industry with first-class specialist knowledge. The central objectives of the conferences are to provide specifically targeted knowledge, to highlight trends and current themes, to offer a glimpse into the future and to facilitate a dialogue between experts. In 2017 the spotlight will once again be on the highly topical issues of “Internet of Things” and “Security & Safety”. The keynote speeches will be held by Rick Clemmer, CEO of NXP and Riccardo Mariani, Chief Functional Safety Technologist at Intel. The link between theory and practice will be provided by special presentations on M2M, electronic displays and safety & security within the exhibition itself. This is where the forward-looking presentations will be given visual form in the exhibition halls. The industry event for the international embedded community will be taking place in Exhibition Centre Nuremberg for the 15th time from 14 to 16 March 2017.

It is now just a few months until the embedded world Exhibition&Conference opens its doors. This year, once again, it will be demonstrating that it is the Number 1 event for the global embedded community and is a driving force for the Internet of Things. Now in its 15th year, the event is once again on course for substantial growth. “The embedded world event is continuing its success story and looks likely to grow in size once again in 2017. We have already exceeded the display area from the last event but that is not the only piece of good news: for the first time we expect 1000 exhibitors to take part in 2017.

**Veranstalter Kongresse  
Conference organizer**  
WEKA FACHMEDIEN GmbH  
Richard-Reitzner-Allee 2  
85540 Haar b. München, Germany  
T +49 89 2 55 56-13 49  
F +49 89 2 55 56-03 49  
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 86 06-0  
F +49 9 11 86 06-82 28  
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 once again underscores the fact that embedded world is the No. 1 gathering of the international embedded community,” says Benedikt Weyerer, Exhibition Director embedded world at NürnbergMesse, by way of an initial perspective. Over the years it has continually evolved to become the most important trade fair of its kind worldwide.

“The range of topics relating to the development of embedded systems is growing rapidly. But thanks to their clear structure and focus on the main changes, both congresses are tailored precisely to meet the needs of developers and provide them with practical solutions to current issues,” says Professor Matthias Sturm, Exhibition Council Chair and Conference Chair, Steering Board embedded world Conference. In 2017 once again, the focussed programmes of the embedded world Conference and the electronic displays Conference will convincingly show the trade world that the focus here is on topical, high-quality, very precise specialist knowledge.

### **Spotlight on IoT and Safety & Security**

The theme of the embedded world conference is “Securely Connecting the Embedded World”. As well as the two thematic focus areas “Internet of Things” and “Safety & Security”, the event offers another four conference clusters. The various clusters consist of sessions and classes and therefore enable participants to choose between very topical, practice-based presentations or highly technical tutorials devoted to exploring a specific issue in depth.

In their respective keynotes entitled “Protecting the Internet of Things: From Clear and Present Danger to Robust Security” and “IoT: Functional Safety and Security for a World of Software-Defined Autonomous Things” renowned industry experts Rick Clemmer and Riccardo Mariana will explore the overall conference theme and main focus areas. A total of 15 sessions over all three conference days are devoted to these two issues and will look at topics such as future IoT development, software development, profiles and interfaces in the IoT, virtualisation, “Trusted Platform Modules” (TPM), hacking and attacking, security in the automotive and industrial sectors and secure communication. The Security & Safety cluster will be complemented by three extra classes, including an updated version of the established embedded security class.



## Always up-to-date: embedded world conference 2017 topics

The remaining thematic clusters are also highly topical and extremely interesting. For example, under the banner “Software & Systems Engineering” participants can learn about system design and modelling, MISRA standards, open source software and software quality and standards. Another six different in-depth tutorials will also be devoted to software.

In the hardware engineering area, speakers will explore topics like ARM Cortex, particularly energy-saving hardware, “high performance embedded architectures” (HiPEAC), system on a chip and image processing in its embedded manifestation.

The embedded OS area will look at various embedded operating systems, highlight the biggest mistakes when choosing an embedded OS and explore the criteria for RTOS-based development. Five classes allow participants to also gain specific in-depth knowledge in these areas.

The wide range of topics covered by the embedded world conference will be rounded off by a session on management focus, designed by the Steering Board to appeal primarily to managers and team leaders and support them with managing development tasks.

### Overview of **topics**:

- **Internet of Things**: Strategic aspects, software frameworks for the IoT, profiles & interfaces, virtual & physical devices, software frameworks for IoT devices, machine learning & sensor fusion, wireless technologies, network technologies and connectivity for automotive & industry
- **Security & Safety**: TPM, hacking & attacking, security for automotive, security for industry, secure communication, MILS, functional safety
- **Software & Systems Engineering**: System quality & standards, system design & modelling, software design & software modelling, MISRA standard, open source software, software quality & standards, software analysis, software testing
- **Hardware Engineering**: ARM Cortex, low power, FPGA-SoCs, HiPEAC, system on a chip, multicore SoC, embedded vision
- **Embedded OS**: Embedded Linux, embedded OS / RTOS
- **Management Focus**



The entire programme of presentations for the embedded world Conference with contributions by international experts in 36 sessions and 15 classes, plus presentation abstracts and information about the speakers is now available online at [www.embedded-world.eu](http://www.embedded-world.eu). Interest in the congress can also be registered directly online.

### **Everything about electronic displays in a nutshell**

“The electronic displays conference is on a par with the embedded world conference. Since it was launched more than 30 years ago, it has become established as the most important European B2B platform for display technologies. We are delighted by this outstanding development. The large number of high-calibre papers submitted shows the strong commitment of the embedded community to our conference,” says Professor Karlheinz Blankenbach from the University of Pforzheim, who chairs our congress advisory board. On 15 and 16 March 2017 developers, scientists and users of electronic displays will once again conduct a dialogue about the latest display technologies such as LCD, OLED or ePaper, flexible displays, 3D displays, GUIs, touch screens, the wide range of applications for these displays and the development of the market.

The highlights in 2017 will include keynote presentations on new approaches in display technology and market and display trends, given by internationally recognised experts. Success factors for displays in automotive applications and the latest trends in touchscreens will be among the main themes and highlights of the conference. The programme will be rounded off by sessions on such topics as display measuring equipment, interfaces and display optimisation. The popular author interviews after each session provide an excellent opportunity to discuss the presentation in a small group.

Displays are a prominent theme not just in the conference but also in the exhibition itself. The **electronic displays Area** in Halls 1 and 3A offer a platform for the latest technology in the areas of LCD, OLED, PDP, LED, ePaper and much more. Around 60 exhibitors will be present the latest products and systems in the field of electronic displays

All the information about the **electronic displays Conference 2017** programme and a registration form are available at:  
[www.electronic-displays.de](http://www.electronic-displays.de)



All the information and everything you need to know about **embedded world 2017** such as hall plans, detailed congress programmes, the current list of exhibitors and products plus tips for travelling to the venue are online at: **[www.embedded-world.de](http://www.embedded-world.de)**

To keep informed ahead of the event we invite you to 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](mailto:christina.freund@nuernbergmesse.de)

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