



PRESS RELEASE

26 February 2019

embedded world successfully continues its record-breaking run

- **More than 1,100 exhibitors and much larger display area**
- **New Start-up Area**
- **Two high-calibre conferences**
- **Embedded Award in nine categories**

In its 17th year, embedded world has once again grown significantly, offering the embedded community an event that is bigger than ever. embedded world 2019 has broken new records for both exhibitor numbers and display area (up around 8%) and this year welcomes 1,100 exhibiting companies from all around the world. At embedded world, the sharing of specialist expertise is the top priority, at the exhibition stands and forums, in the discussion panels and above all at the two conferences. The embedded world and electronic displays conferences will once again impress their professional audience with first-class programmes. Other highlights of the event are the keynote speeches at the conferences and the new Start-up Area, a platform for newcomers to the industry.

“I look forward to embedded world year after year, because over the last two decades it has become the No. 1 community gathering for the international embedded sector. In 2019, it will welcome more than 1,100 exhibitors from all over the world. The momentum of this development is outstanding in the context of the German trade fair industry and represents a genuine success story. The event’s success is due to the fact that embedded world consistently keeps pace with and reflects the issues that matter to the market. These are closely associated with the supply chain for embedded system technology. New trends and developments such as safety and security or embedded vision come from the heart of the embedded community. We take up these topics and incorporate them into the event, either as special presentations or high-calibre discussion panels in the forums at the heart of the trade fair action,” says Richard Krowoza, member of the NürnbergMesse Management Board.

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**“Embedded Intelligence” the focus of trade fair and conference**

In 2019, the embedded world conference will address the issue of “embedded intelligence”. This theme is taken from the title of one of the events that preceded embedded world back in the 1990s. Whereas at that time, such technologies were something of a dream, they have meanwhile become reality. The performance of processors and integrated circuits has improved so much and they have become so inexpensive that new technologies like machine learning and artificial intelligence are finding their way into an increasing number of applications. This opens up the possibility of totally new systems that perceive their environment autonomously, draw conclusions from it and then make decisions. Overall, the 2019 programme is organised into 10 conference clusters with 250 presentations by international experts in 42 sessions and 12 classes.

Keynotes with high-calibre international speakers

This year too, the highlights of the embedded world conference are the keynotes on the first and second days. We managed to get two top-class international industry experts on board: Jim Tung, MathWorks Fellow, and Jean-Marc Chery, President and CEO of STMicroelectronics.

Jim Tung will speak on the first day, 26 February 2019, about “Developing Game-Changing Embedded Intelligence”. In particular, he will address the question of how expertise in algorithms and domain-specific knowledge need to be combined to get the maximum possible added value from systems and products. This overarching approach combined with dynamic market changes imposes increasingly greater challenges on developers.

On the second day of the conference, Jean-Marc Chery will devote his keynote to the topic “Embedded intelligence for the next wave of smart systems – opportunities and challenges on the edge”. He will show the role that the embedded system will continue to play in the field and in the edge. Not all data will be moved to the backend, to the Cloud, but an ideal balance needs to be found between computer, storage and communication resources.

The programme, with abstracts and information on the speakers, is available online at: **www.embedded-world.eu**

**Electronic displays conference offers first-class expertise**

The electronic displays conference is the most important European B2B platform for display technologies. On 27 and 28 February 2019, developers, scientists and users of electronic displays will once again find out about the latest display technologies like LCD, touch screens, optical bonding, display systems and cutting-edge HDR technology.

The highlights in 2019 are the keynotes on display trends and micro LEDs, four sessions on automotive displays and other high-calibre sessions on measuring technology, e-signage and applications and optimisations. The author interviews have become a popular tradition at the conference meanwhile and offer a great opportunity after each session to delve into the content of the presentations in a small group setting. Displays are not just an important topic at the conference; they are also a major feature of the electronic displays areas in **Halls 1** and **3A**.

All information on the programme for the electronic displays conference 2019 including registration options is available from: **www.electronic-displays.de**

High-calibre “Expert Talks” address topical issues

Alongside the regular high-calibre discussion panels on the second day of the fair, “Safe for the Future” at 15:30 in the Forum Hall 3, and “Embedded Vision & Machine Learning” at 10:30 in the Forum Hall 2, there will be another two round tables for the first time this year. These will put the spotlight on the highly topical questions of “Embedded Intelligence” on 26 February 2019 at 15:30, and RISC-V on 27 February at 12:00 noon, both in the Forum Hall 3A.

For more information on these top-class high-calibre events please go to: **www.embedded-world.de/en/events**

Theory meets practice thanks to special presentations in the halls

The theoretical insights provided by the conferences are not just brought to life at the stands of the more than 1,100 exhibitors in the halls, but also in the special display areas M2M, Electronic Displays and Safety & Security or, in more detail, at the pavilions for young innovative companies. In addition, the Start-up Area will be making its debut in Hall 3A in 2019.

**New Start-up Area for newcomers to the embedded community**

For the first time, international newcomers will present their companies to the embedded community in the Start-up Area in Hall 3A. "We are delighted that the Start-up Area has been so successful right from the start and has been fully booked by 15 young companies. This is clear evidence that the already very innovative and agile embedded sector offers great potential to start-up founders," says a delighted Benedikt Weyerer, Exhibition Director of embedded world at NürnbergMesse.

Safety & Security Area 2019

At the special **Safety & Security Area** in Hall 4A, eleven companies will provide information on how to protect embedded systems from attack, design attack-proof hardware and software for embedded solutions, and monitor attack routes in the embedded sector.

M2M Area – when machines talk to one another

With human-machine interfaces, touch screens and 3D displays, the M2M Area in Hall 3 puts the spotlight on the latest products and applications from the machine-to-machine segment. This year, 85 exhibiting companies will showcase their solutions to the professional community.

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

At their pavilion in Hall 3A, 15 young innovative German start-ups will introduce 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.

Embedded Award 2019 has nine categories, including two new ones

The highly coveted Embedded Awards will be presented in two additional categories in 2019. As well as the established categories **Hardware**, **Software and Tools**, the award now also includes the new categories **Embedded Vision** and **Start-ups**. As tradition demands, the winners for the most innovative product ideas and developments will be announced following the press tour on the first day of the fair on 26 February 2019 at 11:00 in the Forum in Hall 3 by **Professor Axel Sikora, Chair of the Jury** and of the advisory board of embedded world and **Richard Krowoza, member of the NürnbergMesse management team**. For the list of nominees please go to: www.embedded-world.de/en/award

**Mini anniversary as Student Day takes place for 10th time!**

The embedded world Student Day will celebrate its 10th anniversary in 2019. Over the last decade, the Student Day has consistently offered students first-class information about the sector as well as a chance to broaden their horizons, and this anniversary round will be no exception. The more than 1,000 students from all over Europe who are expected to attend the STUDENT DAY at embedded world are there to learn from industry experts and make contact with the biggest and most important companies from the embedded sector. The highlight in 2019 will be the lecture in the Brussels Room at NCC Mitte, when **Professor Ralf G. Herrtwich** from Nvidia and Technical University of Berlin will speak on “Maps as Collective Brains for Vehicle Automation”.

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