



## CLOSING REPORT

8 March 2021

### **embedded world 2021 DIGITAL: The international embedded community enjoys five days of intensive dialogue**

- embedded community meets online over five-day period
- Experts from all around the world gathered at embedded world 2021 DIGITAL to share their knowledge and discuss trends and innovations
- embedded world and electronic displays Conferences explored cutting-edge technical developments

The embedded community met from 1-5 March, 2021 to enjoy professional dialogue, this time not at the usual venue in Nuremberg but online at embedded world 2021 DIGITAL. 13.441 registered participants from over 100 countries used the dialogue platform to discuss new products and technical innovations in the field of embedded systems and to discover solutions presented by 301 international companies. The informative framework of the virtual trade fair featured presentations, expert panels and round tables. The two accompanying embedded world and electronic displays Conferences were also entirely online and proved extremely popular, welcoming around 800 participants this year. The next embedded world Exhibition & Conference will take place in Nuremberg from 15-17 March, 2022.

“For the globally networked embedded industry, embedded world is extremely important as a platform for professional dialogue among experts, especially in the current circumstances. The large-scale participation of industry representatives from all around the world, positive feedback from exhibitors and intensive dialogue during the event, confirm that embedded world 2021 DIGITAL was a resounding success with the embedded community. Together with the industry, we are also eagerly looking forward to the next embedded world with face-to-face dialogue in Nuremberg from 15-17 March, 2022,” says Benedikt Weyerer, Director Exhibitions embedded world.

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**Digital networking with 301 exhibitors**

No less than 301 exhibitors, including our exclusive partners Arm, EBV Elektronik, Intel, Microsoft, Mouser Electronics, Samtec and STMicroelectronics, showcased their companies on their corporate profiles and provided multi-media information on products and solutions. The chat and video call functions were used extensively by all participants and facilitated discussions between exhibitors and attendees as well as networking among all parties. Jump-in discussions instigated by participants were another welcome addition to the communication formats available on the platform.

**Extensive supporting programme on topical issues**

An extensive range of presentations, round tables, expert panels and keynotes offered event participants an up-to-date overview of current developments and product innovations in embedded system technology. Five expert panels explored the topics “Embedded Artificial Intelligence”, “Safety and Security”, “Embedded Vision”, “Connectivity”, and diversity as a factor in successful innovation. Five keynotes by high-calibre industry representatives such as Infineon’s CEO Dr Reinhard Ploss and other renowned specialists provided insights into the global trends and challenges for the industry. For participants in the US and Chinese markets, the supporting programme also included special slots scheduled to accommodate the respective time zones and focused on developments in these two important embedded markets.

**Maxim Integrated wins embedded award**

The embedded award for outstanding innovation in the field of embedded technologies was presented during embedded world 2021 DIGITAL. The winner was Maxim Integrated with its MAX78000 product, an ultra-low-power Arm Cortex-M4 processor with FPU-based micro-controller with neural network accelerator. Jury chairman Professor Axel Sikora praised the innovative strength behind this development.

**Embedded start-up award for Kudan Inc.**

This year's embedded start-up award went to Kudan, whose visual SLAM software impressed the 8-strong jury. The expert panel lauded the company's API library, which gives devices in motion, such as robots, simultaneous localisation and mapping (SLAM) functionality using cameras and other sensors.



### **Experts impressed by embedded world Conference**

This time round, the theme of the embedded world Conference 2021 DIGITAL was “embedded.intelligent.systems”. Key topics covered by the programme included IoT and connectivity, safety and security, embedded AI, embedded vision, and many presentations on hardware. Participants had access to 234 lectures and 19 classes providing targeted information: “The easy-to-navigate conference programme offered the experts information on innovations and trends in embedded system development. Highlights included the five conference keynotes plus ten track keynotes. No matter how successful the digital format was, I am also very much looking forward to the next embedded world Conference when we will be back on site in Nuremberg,” explains Professor Axel Sikora from Offenberg University of Applied Sciences, who also chairs the embedded world Conference.

### **Passion for innovation dominates electronic displays Conference**

In 55 presentations, including nine keynotes, the electronic displays Conference 2021 DIGITAL explored the current and future development of the display market. Professor Karlheinz Blankenbach from the University of Pforzheim, who also chairs the conference advisory board, explains the highlights: “The topics Micro-LED and touchless user interfaces proved especially popular with participants, as did the keynote speech by Paul Gray from Omnia. He discussed how new display technologies are going to change the industry and inspired the audience with his descriptions of display innovations such as quantum dots and Micro and Nanorod-LEDs.”

### **Presentations still available online**

The embedded world 2021 DIGITAL programme will be available online until June 30, 2021. The recorded exhibitor live streams will remain available on demand and conference participants will have access to the recorded programme as well.

**The next embedded world Exhibition & Conference will take place in Nuremberg from 15 - 17 March 2022.**

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