



embeddedaward2021

DEADLINE: 31ST JANUARY 2021

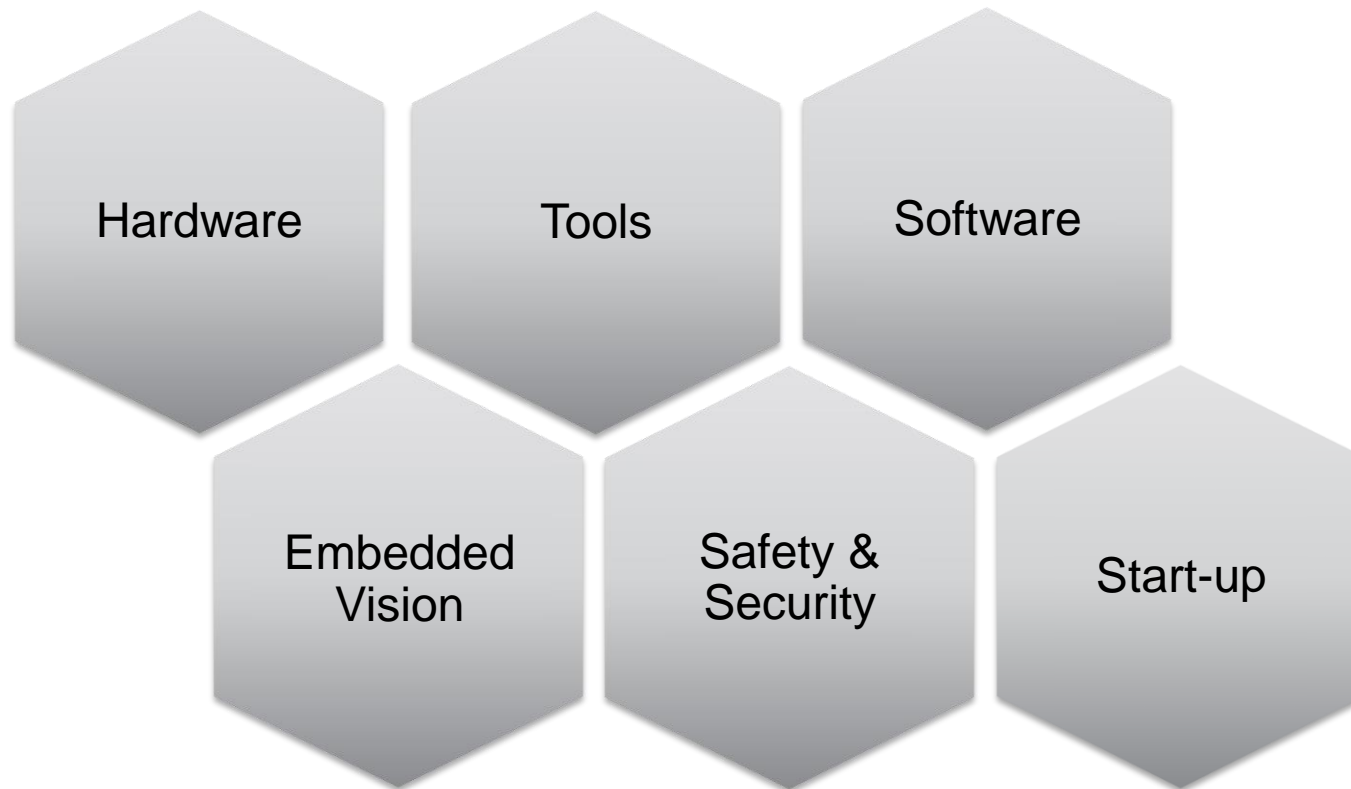
NÜRNBERG MESSE

Objectives & Categories



The annual embedded award will be given to outstanding innovations in the field of embedded technologies. It is provided by NürnbergMesse GmbH as a contribution to the embedded world 2021 DIGITAL Exhibition&Conference.

There are the following categories to the embedded award:



Process – Step 1



The submission shall be made until 31st January 2021.

All submission material shall be uploaded here [▶ embedded-world.de/award](https://embedded-world.de/award)

Submission material shall include:

MANDATORY CONTENTS FOR EVALUATION	ADDITIONAL CONTENT
<ul style="list-style-type: none">– Preferred category of submission– Detailed description of the product, development or service– Overall description of the business model and marketing strategy– Overall description of the roadmap of the product, development or service– Description of the innovation in comparison with earlier products of the company– Overview of competing products / Description of the innovation in comparison with three competitive products	<ul style="list-style-type: none">– One-sided product description in English and German, individual layout– Company logo and picture of submitted product– Contact data (company name, contact person, address, phone, e-mail)– Links to online marketing material (optional)

Process – Step 2



The jury will review the submissions until 15th February 2021

- The evaluation will be done independently by the individual reviewer.
- A ranking of the submissions for each category will be generated based on the jury's reviews.
- In case of a submission being suitable for more than one category (i.e. a software solution being developed by a start-up company for an embedded vision system), the jury will assign the submission to a category.

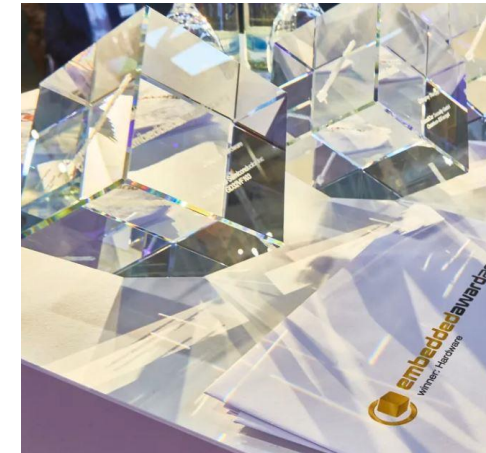
A list of three shortlisted candidates will be put together for each category

- The candidates from the shortlist will be informed on 18th February 2021.
- A certificate will be handed over to the candidates for public use.

Process – Step 3

The embedded award ceremony

- Further details regarding the embedded award ceremony for the embedded world 2021 DIGITAL Exhibition&Conference will follow.
- The winners will receive a certificate.
- All materials can be used without any restrictions.



Impressions of the embedded award ceremony 2020

Jury



The review will be executed by a jury of high-ranking reviewers.

Reviewers agreed

- to abstain from review, if there is any conflict of interests.
- to handle all material and information about the embedded award review process strictly confidential.

The jury for the embedded award 2021 comprises

- **Bertold Brackemeier** | Senior Manager Public Relations, NürnbergMesse GmbH
- **Prof. Dr. Albert Heuberger** | Fraunhofer Institute for Integrated Circuits IIS
- **Joachim Kroll** | Editor-in-Chief Design&Elektronik, WEKA Fachmedien GmbH
- **Prof Dr. Jean-Philippe Laufenberger** | Université de Haute Alsace, Mulhouse
- **Prof. Dr. Alexei Moschevikin** | Petrozavodsk State University
- **Prof. Dr. Dirk Pesch** | University College Cork
- **Prof. Dr.-Ing. Axel Sikora** | Offenburg University | Hahn-Schickard, Head of Jury
- **Anne Wendel** | VDMA Robotics + Automation association, Director of the VDMA Machine Vision Group

Criteria

The following criteria shall be used for the review process described in chapter "Process"

Level of innovation in comparison with previous products of the submitting company	20%
Level of innovation in comparison with previous products of other companies	20%
Market Relevance	20%
Level of Complexity	20%
Future Extensibility / Scalability	20%
Sum	100%

Conditions



Products and developments can be entered subject to the following conditions:

- The products or developments shall be available as prototypes or as commercial off-the shelf products. In the case of prototypes, the core functionality must be implemented.
- The products or developments should not have been published before 1 June 2020.
- The products or developments shall be developed, manufactured and marketed by a direct exhibitor to the embedded world 2021 DIGITAL.
- Participation of the exhibitor in a shared booth shall be accepted.
- If the products and developments were created in co-operation with other companies or sponsored by third parties (e.g. financially), this involvement in the creation process shall be clearly mentioned in the application.
- All information and documents shall be submitted in English.
- At least one responsible person shall be present at the embedded award ceremony, if the submission is shortlisted.

Legal Aspects



- The applicants declare their agreement to partial publication of the information stated by them (e.g. descriptions, illustrations).
- Apart from such publication, the NürnbergMesse GmbH agrees not to use the products, developments and documents submitted for any purpose other than for the review and the award processes.
- The decisions of the jury are final.
- Recourse to legal action is excluded.
- All rules are subject to change.

Contact



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All submission material shall be uploaded here

> embedded-world.de/en/award

A decorative graphic consisting of a grid of yellow squares of varying sizes, arranged in a pattern that tapers to the right, set against a light gray background.

See you at
embedded world DIGITAL 2021