

## Press appointments

21 - 23 June 2022 // Nuremberg, Germany

Tuesday, 21 June 2022		
Time	Event	Location
All day	embedded world Conference	Hall 6
10:00 a.m.	<b>Exhibitor press conference:</b> Löt knecht	Hall 1, Stand 1-385
10:00 - 11:00 a.m.	<b>Startup-Pitches</b>	Exhibitor Forum 2
10:10 - 10:55 a.m.	<b>Keynote:</b> Brains and Nerves of Future Mobility	Hall 6
11:00 a.m.	<b>Press tour</b> mit Verleihung der embedded awards und Sektempfang	Meeting point: transition hall 5/hall 6 or for those arriving directly: 10:45 a.m. at the press counter at the Mitte entrance.
11:00 a.m.	<b>Exhibitor press conference:</b> KONTRON EUROPE GMBH	NCC Mitte Level 1, Room Athen
12:00 - 01:00 p.m.	embedded award	Exhibitor Forum 1
02:00 p.m.	<b>Exhibitor press conference:</b> congatec GmbH	NCC Mitte Level 1, Room Athen
02:00 - 03:00 p.m.	<b>Expert Panel:</b> Embedded Security - the reality check / how much security do we need?	Exhibitor Forum 2
03:00 p.m.	<b>Exhibitor press conference:</b> Advantech Co., Ltd	NCC Mitte Level 1, Room Athen
03:30 - 04:30 p.m.	<b>Startup-Pitches</b>	Hall 5
04:30 - 05:30 p.m.	<b>Expert Panel:</b> Embedded Connectivity – The Future of IoT Connectivity	Exhibitor Forum 2
05:00 - 11:00 p.m.	<b>Special Panel North America</b>	Exhibitor Forum 1
06:15 p.m.	<b>Exhibitor-Party:</b> Summer BBQ@embedded world	Exhibition park

## Wednesday, 22 June 2022

Time	Event	Location
All day	embedded world Conference	Hall 6
All day	electronic displays Conference	NCC Mitte Room Brüssel/Room München
09:00	Press Tour: Foundries.io	Hall 4, Stand 4-139
10:00 - 11:00 a.m.	<b>Startup-Pitches</b>	Exhibitor Forum 2
10:10 - 10:55 a.m.	<b>Keynote:</b> Embracing Change: The Mandate for Success in the Next Generation of Embedded Design	Hall 6
11:30 - 12:30 p.m.	<b>Expert Panel:</b> Integration of embedded vision: towards plug and play	Exhibitor Forum 2
01:30 - 02:30 p.m.	<b>Expert Panel:</b> How companies can drive innovation	Exhibitor Forum 2
03:30 p.m.	<b>Startup-Pitches</b>	Hall 5
04:30 - 05:30 p.m.	<b>Expert Panel:</b> Embedded AI- Why the big Future of Machine Learning is Embedded	Exhibitor Forum 1
05:00 - 08:00 p.m.	<b>Keynote:</b> Are Embedded Markets and IoT Ready for Each Other?	Exhibitor Forum 2

**Exhibitor Forum 1:** Hall 1, Stand 1-500

**Exhibitor Forum 2:** Hall 2, Stand 2-520

**Exhibitor Forum 5:** Hall 5, Stand 5-335

## Thursday, 23 June 2022

Time	Event	Location
All day	embedded world Conference	Hall 6
All day	electronic displays Conference	NCC Mitte Room Brüssel/Room München
10:00 a.m.	<b>Exhibitor press conference:</b> PICMG	NCC Mitte Level 1, Room Athen
10:00 - 11:00 a.m.	<b>Startup-Pitches</b>	Exhibitor Forum 2
10:10 - 10:55 a.m.	<b>Keynote:</b> Responsible AI: From Principles to Practice	Hall 6
11:30 - 12:30 p.m.	<b>Expert Panel:</b> The Chip Shortage: why it happened, when it'll end, and what you can do about it	Exhibitor Forum 5
01:30 - 02:30 p.m.	<b>Expert Panel:</b> AI Ethics: from principles to engineering	Exhibitor Forum 1