



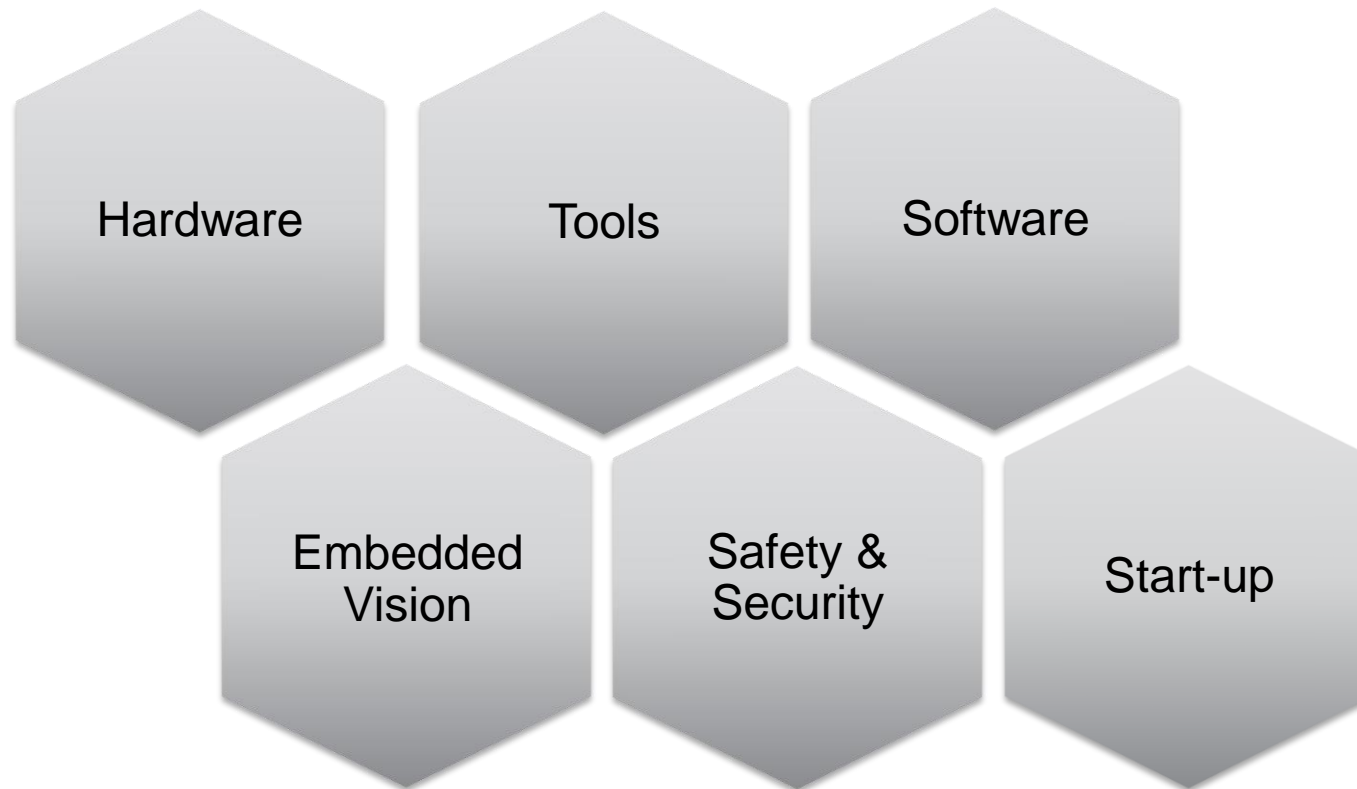
**embeddedaward2022**

**DEADLINE: 21ST JANUARY 2022**

## 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 2022 Exhibition&Conference**.

**There are the following categories to the embedded award:**



## Process – Step 1

The submission shall be made until **21st January 2022**.

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

## Process – Step 2

**The jury will review the submissions until 14th February 2022**

- 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

- The embedded award will be awarded during a ceremony on **15th March 2022, 11:30 in the exhibitors forum.**
- The winners of each category will receive a certificate.
- The winners of each category will be mentioned in the exhibition newspaper.
- A photo of the winners together with the jury members will be published on [embedded-world.de](https://embedded-world.de) afterwards.
- All materials can be used without any restrictions.



Impressions of the embedded award ceremony

# The embedded award 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 2022 comprises:

- **Prof. Dr. Albert Heuberger** | Fraunhofer Institute for Integrated Circuits IIS, Nuremberg, Germany
- **Joachim Kroll** | Editor-in-Chief Design&Elektronik, WEKA Fachmedien GmbH, Haar, Germany
- **Prof Dr. Jean-Philippe Laufenberger** | Université de Haute Alsace, Mulhouse, France
- **Prof. Dr. Alexei Moschevikin** | Petrozavodsk State University, Russia
- **Prof. Dr. Dirk Pesch** | University College Cork, Ireland
- **Prof. Dr.-Ing. Axel Sikora** | Offenburg University | Hahn-Schickard, Head of Jury, Offenburg / Villingen Schwenningen, Germany
- **Anne Wendel** | VDMA Robotics + Automation association, Director of the VDMA Machine Vision Group, Frankfurt, Germany

# 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%

## 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 **06th March 2021**.
- The products or developments shall be developed, manufactured and marketed by a direct exhibitor to the embedded world 2022.
- 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.

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See you at  
embedded world 2022!