



**embeddedaward2020**

FACT SHEET

# 1 Objectives

The annual embedded award will be given to outstanding innovations in embedded technologies. It is provided by NürnbergMesse GmbH.

# 2 Categories

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

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- Hardware
- Software
- Tools
- Embedded Vision
- Safety & Security **NEW**
- Start-up

## 3 Process

The submission shall be made until **15 January 2020**.

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

### **Submission material shall include**

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- Detailed description of the product, development or service (min. 500, max. 1,500 characters)
- One-sided product description in English and German, individual layout
- Overall description of the business model and marketing strategy (min. 500, max. 1,500 characters)
- Overall description of the roadmap of the product, development or service (min. 500, max. 1,500 characters)
- Description of the innovation in comparison with earlier products of the company (min. 500, max. 1,500 characters)
- Overview of competing products / Description of the innovation in comparison with products of completion (min. 500, max. 1,500 characters)
- Company logo and picture of submitted product
- Contact data of the responsible person at the submitting company or association (company name | address | phone | e-mail)
- Preferred category of submission
- Links to online marketing material (optional)

## 3 Process

### **The jury will review the submissions until 29 January 2020**

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- Submission will be independent of each reviewer.
- A ranking will be put together for each category.
- 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**

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- The candidates from the shortlist will be informed on 6 February 2020.
- A certificate will be handed over to the candidates for public use during the exhibition and beyond.

# 3 Process

## **The embedded award ceremony**

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- The embedded award will be awarded during a ceremony on Forum 3 on 25 February 2020, 11:00 in Hall 3 of the NürnbergMesse embedded world Exhibition&Conference
- The winners of each category will receive a certificate
- The winners of each category will be mentioned in the exhibition newspaper on the 2nd day of the exhibition.
- A photo of the winners together with members of the jury will be taken which will be published on [embedded-world.de](http://embedded-world.de) afterwards.
- All materials can be freely used during the embedded world Exhibition&Conference and beyond.

## 4 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 2020 comprises**

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**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

# 5 Criteria

**The following criteria shall be used for the review process described in chapter 3**

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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%
<b>Sum</b>	<b>100%</b>

## 6 Conditions

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

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- 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 2019.
- The products or developments shall be developed, manufactured and marketed by a direct exhibitor to the embedded world.
- 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 emphasized clearly in the application.
- All information and documents shall be submitted in English only.
- At least one responsible person shall be present at the embedded award ceremony, if the submission is shortlisted.



## 7 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 judging by the jury.
- The decisions of the jury are final.
- Recourse to legal action is excluded.
- All rules are subject to change.