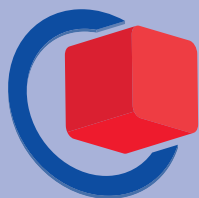




Nuremberg, Germany
25 – 27.2.2020



embeddedworld

Exhibition & Conference

... it's a smarter world

SHOW REPORT

NÜRNBERG  MESSE

1. STRUCTURAL DATA

(Figures of the previous event in brackets)

	TOTAL	GERMANY	INTERNATIONAL
Exhibitors	915 (1,117)	365 (498)	550 (619)
Visitors	13,796 (30,895)	7,199 (18,199)	6,597 (12,696)
Total exhibition space (in m ²)	52,000 (52,500)	— (—)	— (—)
Exhibitor stand space (in m ²)	20,264 (28,820)	10,809 (16,219)	9,455 (12,601)

2. CONGRESS

1,598

PARTICIPANTS & SPEAKER

from **46** countries sourced information at **8** keynotes, **51** sessions and **13** classes of embedded world Conference and electronic displays Conference.

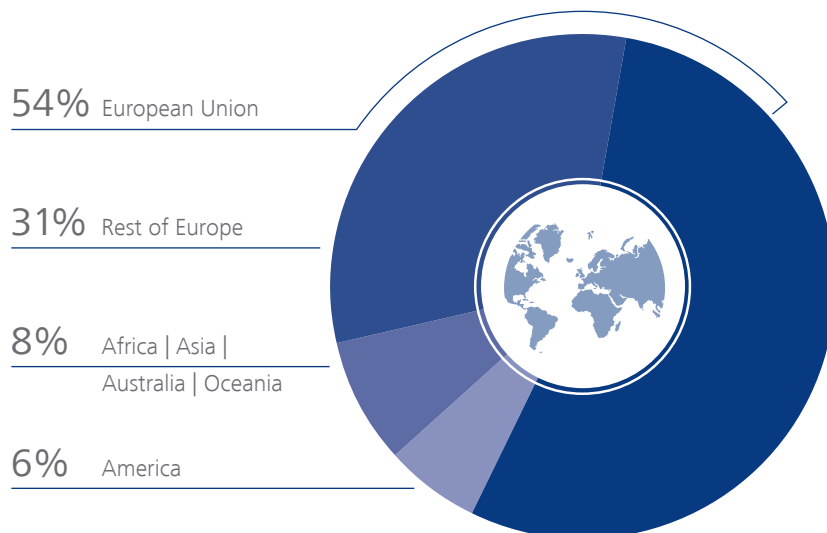
- Internet of Things – Platforms & Applications
- Connectivity
- Embedded OS
- Safety & Security
- Hardware, Software & Systems Engineering
- Embedded Vision
- AI & Autonomous Systems
- System-on-Chip (SoC) Design & Development
- Display Technologies & Applications
- Touch, Gestures & HMI
- Micro-LEDs
- AR/VR: Techniques & Applications

3. SELECTED RESULTS OF VISITOR REGISTRATION

3.1 ORIGIN OF VISITORS

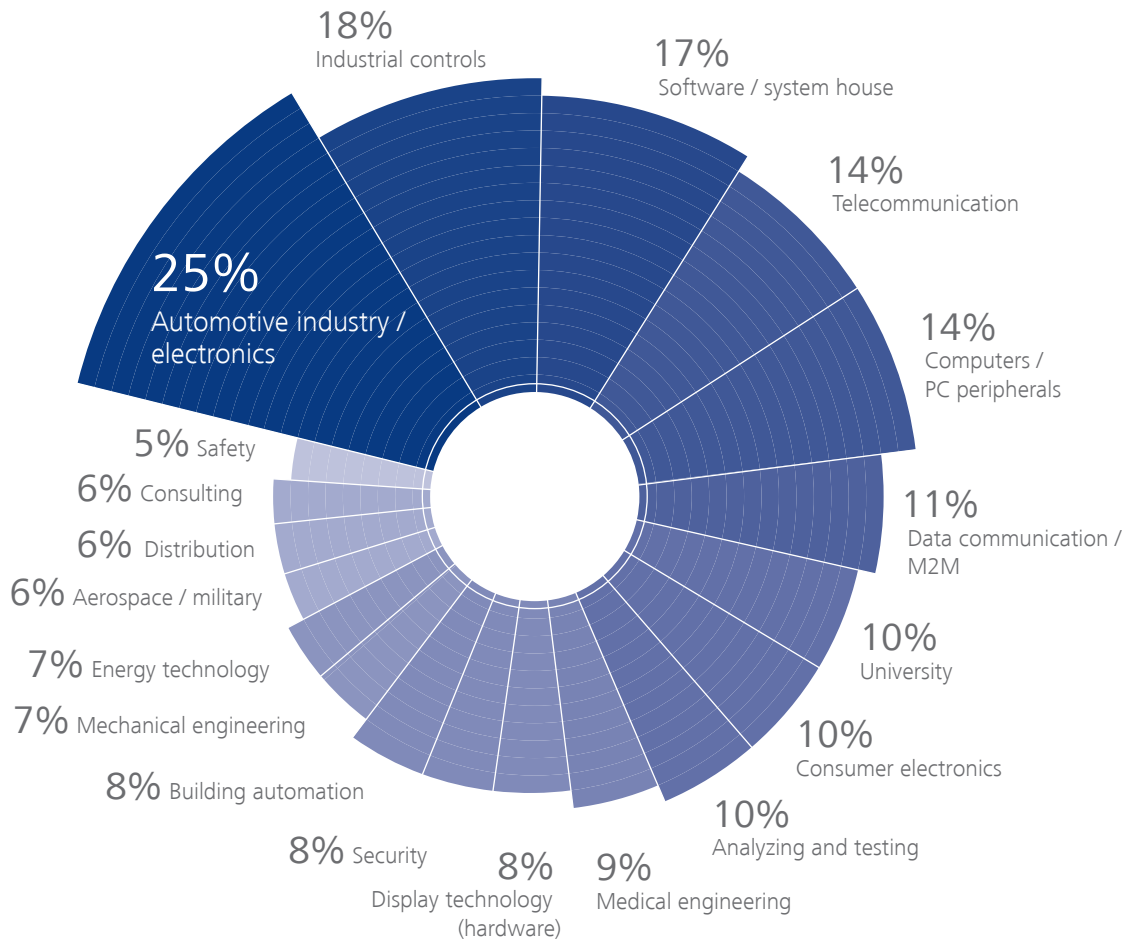


STRUCTURE OF INTERNATIONAL VISITORS

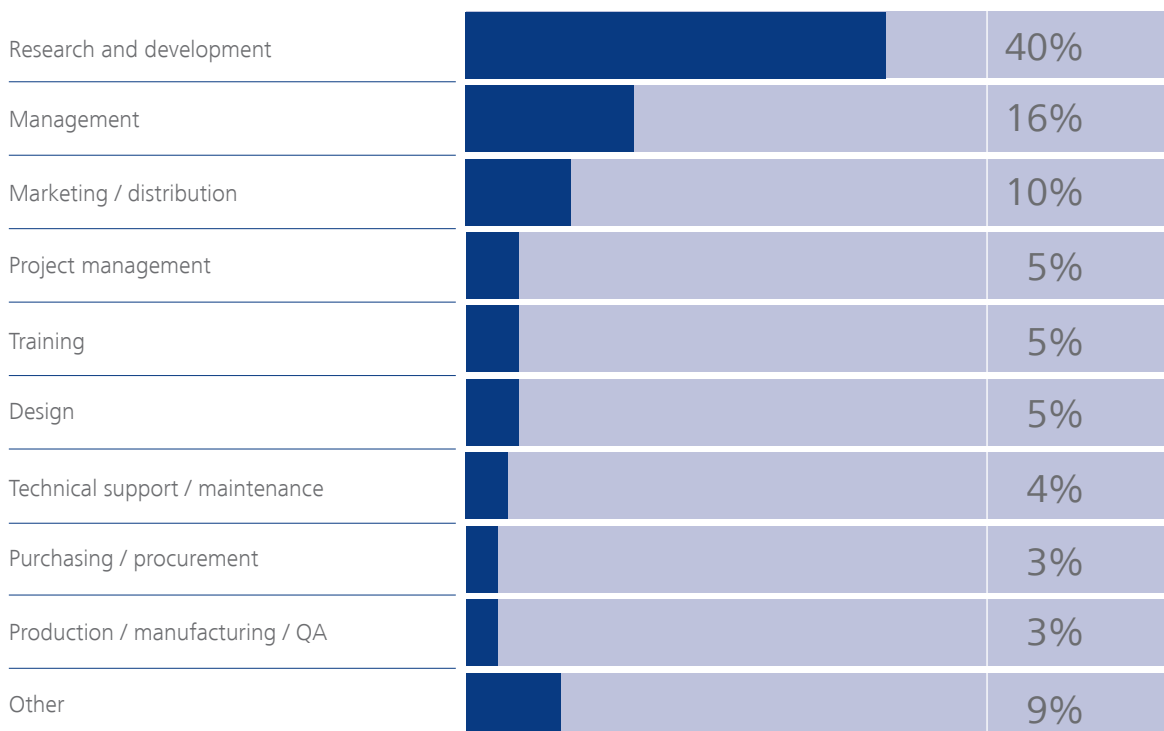


3.2 VISITORS' BRANCHES OF INDUSTRY

(Multiple answers, extract)



3.3 AREA OF RESPONSIBILITY

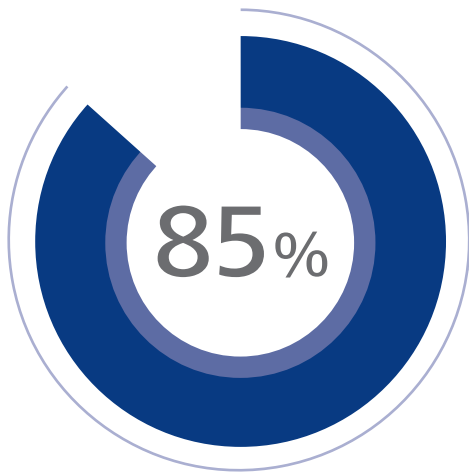


Deviations from 100% possible due to rounding up

4. SELECTED RESULTS OF VISITOR SURVEY

4.1 DECISION-MAKERS

How important would you rate your influence on decisions on purchasing and materials management?

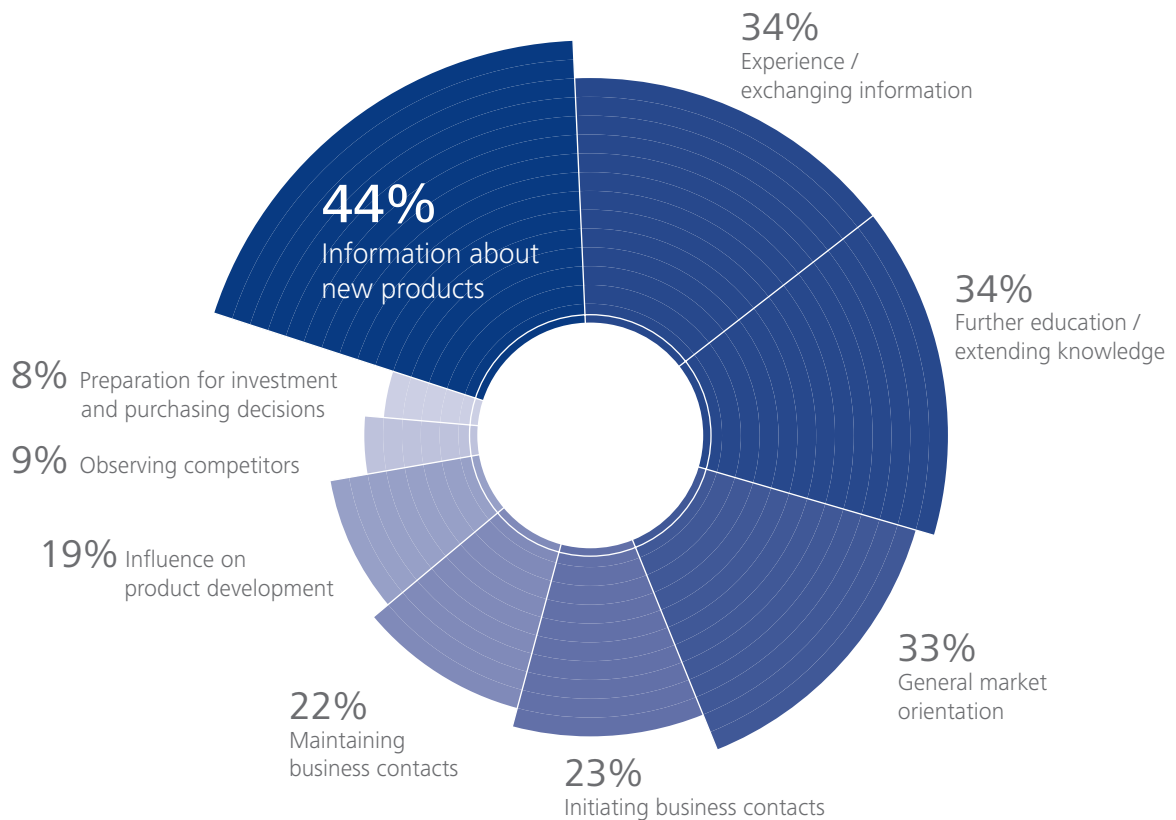


of the visitors are ...

involved in purchasing decisions in their company.

4.2 MAIN REASONS FOR VISIT

What are the main reasons for your visit to embedded world 2020? (Multiple answers, extract)



4.3 PRODUCT GROUPS (main interest of visitors)

Which product groups mainly interest you at embedded world 2020? (Multiple answers, extract)

HARDWARE:

Components		38%
Embedded Computing Modules		38%
Sensor and Test Modules		23%
Electronic Displays		22%
Interface and Peripheral Modules		16%
Hardware Modules for Secure Embedded Systems		15%
Communications and M2M Modules		15%
Embedded Vision		14%
Electromechanical Components		13%
Memory Modules		12%
Optoelectronic Modules		9%
Energy Supply Modules		8%
Modules for Localization		6%

TOOLS:

Software		22%
Hardware		20%

SYSTEM AND APPLICATION SOFTWARE:

IoT-Software		25%
Operating Systems		22%
Artificial Intelligence		21%
Embedded Software for Data Security		16%
Visualization and HMI		11%
Other Software Libraries		9%
BIOS		7%

SYSTEMS:

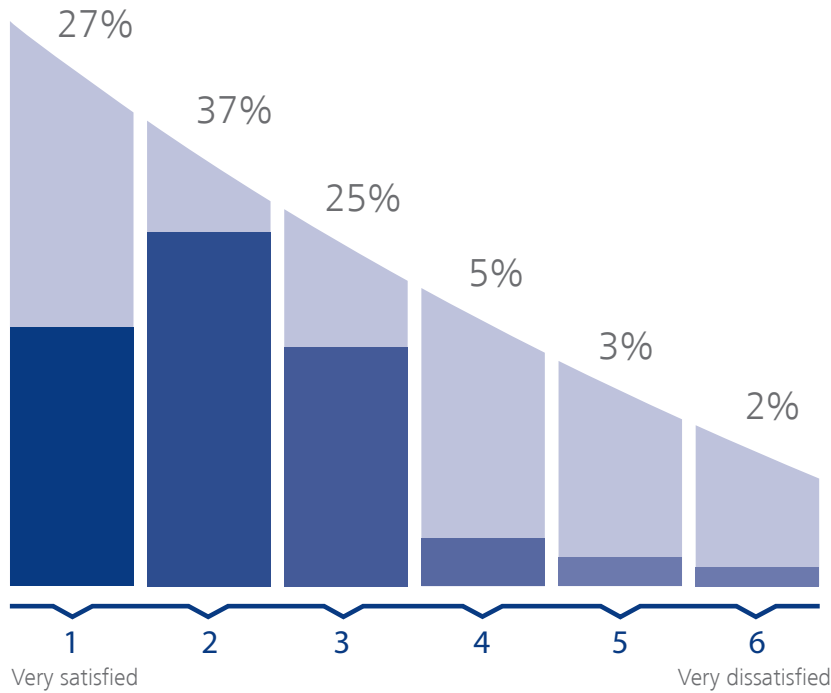
Complete Systems for Various Applications		15%
Embedded Vision		14%

SERVICES:

Software Development		6%
Hardware Development		5%
System Development		5%

4.4 SATISFACTION WITH EXHIBITS

Were you satisfied with the range of products / services presented at embedded world 2020?

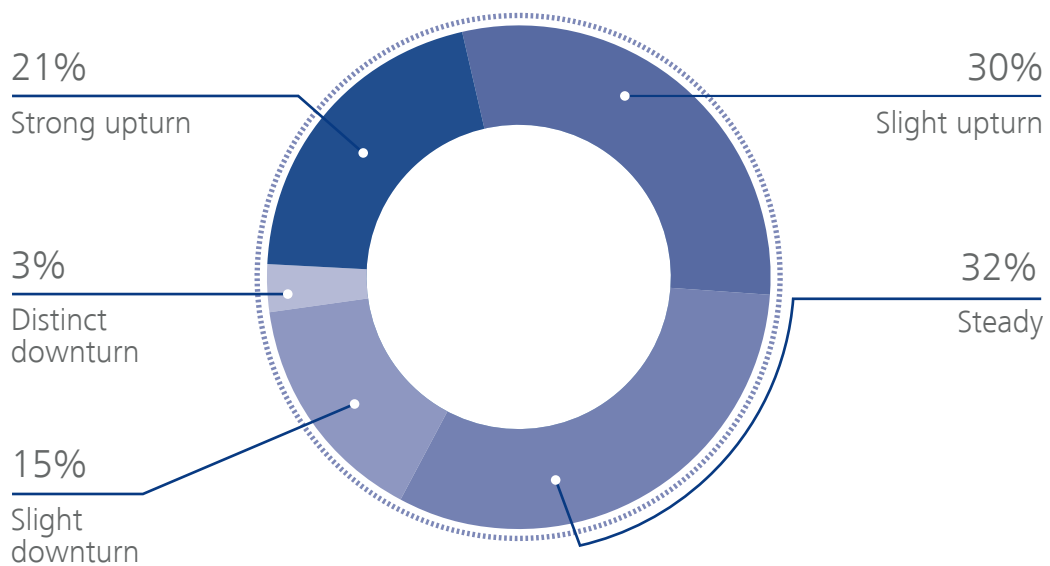


94%

94% of the visitors were satisfied with the range of products and services presented at embedded world 2020.

4.5 ECONOMIC SITUATION IN SECTOR

How do you rate the current economic situation in your sector?



5. SELECTED RESULTS OF EXHIBITOR SURVEY

5.1 PRODUCT GROUPS (of exhibitors)

Which group of products / services do you offer? (Multiple answers, extract)

HARDWARE:

Embedded Computing Modules		19%
Components		14%
Electronic Displays		13%
Communications and M2M Modules		11%
Hardware Modules for Secure Embedded Systems		9%
Sensor and Test Modules		7%
Interface and Peripheral Modules		6%
Memory Modules		6%
Embedded Vision		6%
Electromechanical Components		6%

TOOLS:

Hardware		25%
Software		25%

SYSTEMS:

Complete Systems for Various Applications		14%
Embedded Vision		8%

SYSTEM AND APPLICATION SOFTWARE:

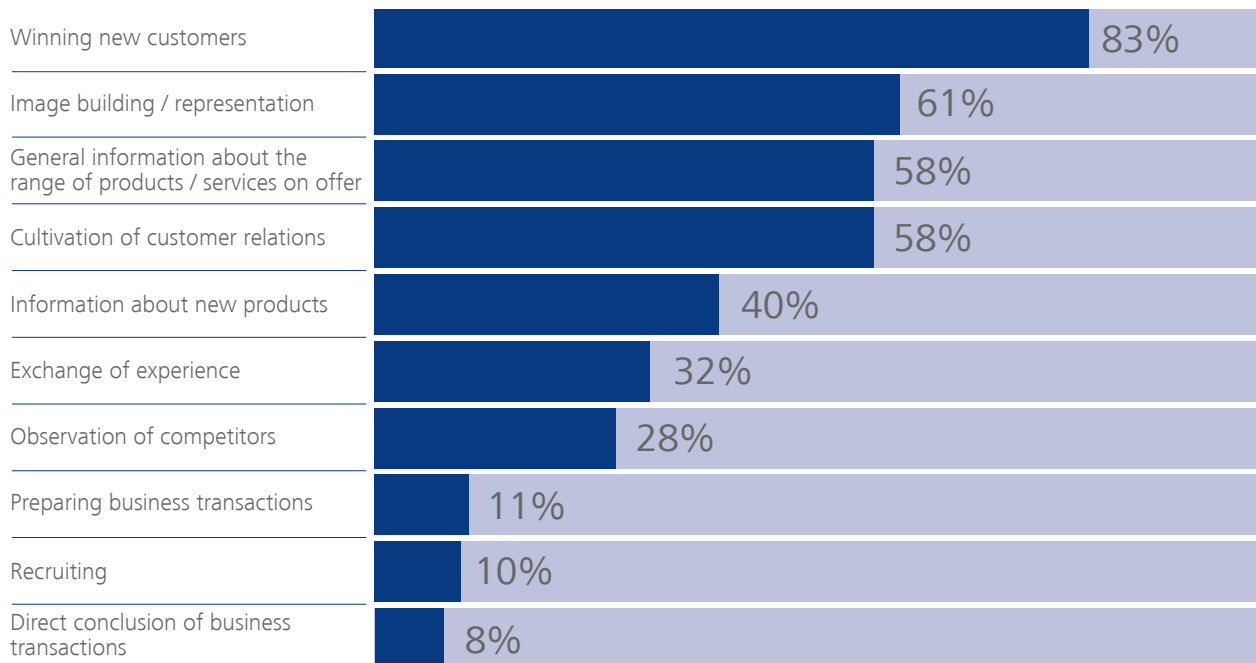
IoT-Software		12%
Operating Systems		9%
Visualization and HMI		7%
Embedded Software for Data Security		6%
Artificial Intelligence		6%
Other Software Libraries		6%

SERVICES:

Hardware Development		28%
Software Development		23%
Manufacturing		17%
System Development		17%
Consulting		13%
Testing Services		9%
Training		8%
Certification and Approval		6%
Distribution		6%

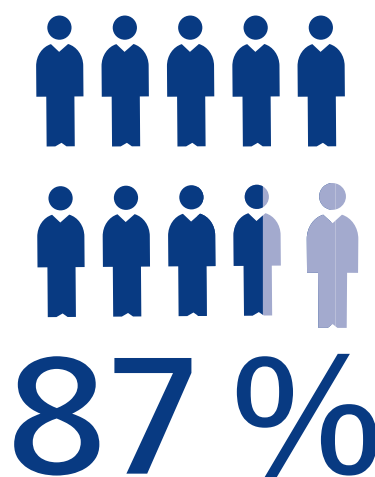
5.2 EXHIBITORS' OBJECTIVES

What were your company's objectives for exhibiting at embedded world 2020? (Multiple answers, extract)



5.3 TARGET GROUP ACCURACY

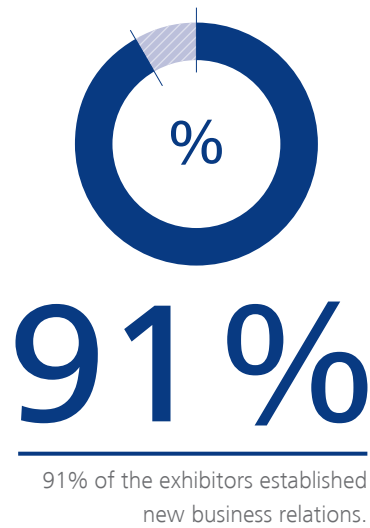
Did you reach your most important target groups at embedded world 2020?



87% of the exhibitors reached their most important target groups during embedded world 2020.

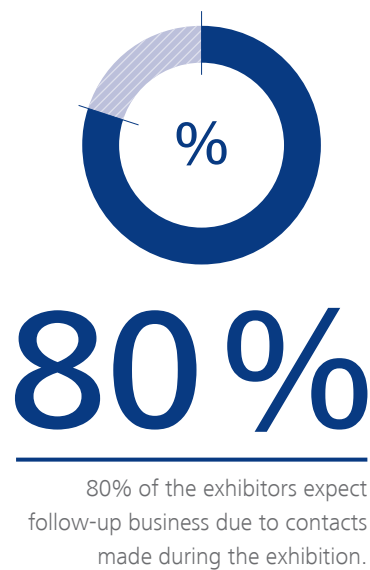
5.4 NEW BUSINESS RELATIONS

To what extent did your company make new business connections in the course of the fair?



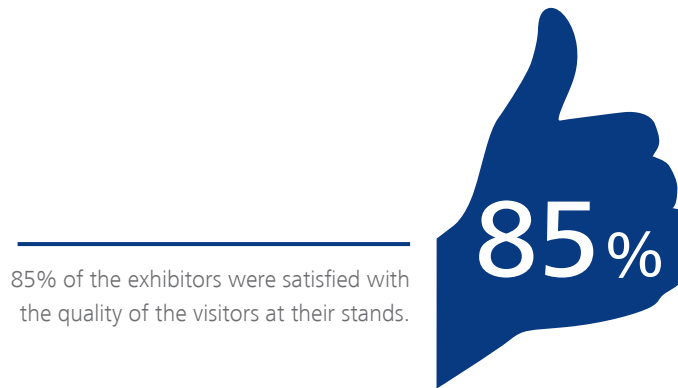
5.5 FOLLOW-UP BUSINESS

Do you expect follow-up business after making contacts and paving the way during the fair?



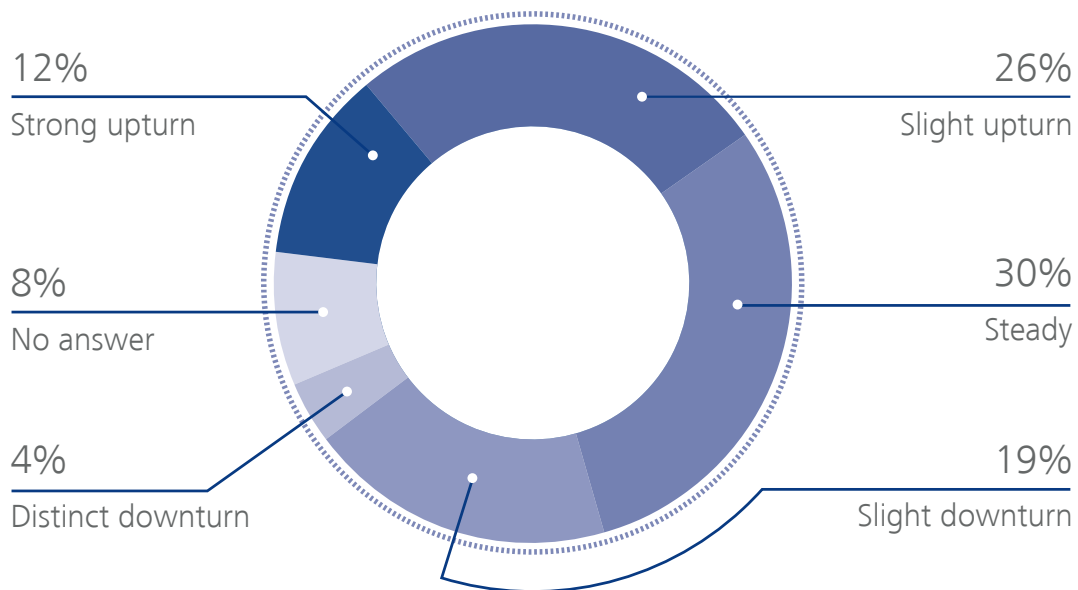
5.6 QUALITY OF VISITORS

How do you rate the quality of the visitors at your stand?



5.7 ECONOMIC SITUATION IN SECTOR

How do you rate the current economic situation in your sector?



MISCELLANEOUS

The structural data have been certified by FKM, the Society for Voluntary Control of Fair and Exhibition Statistics, Berlin.



Further information is available at www.fkm.de.

The representative surveys were carried out by a neutral market research institute in accordance with the FKM guidelines.

This show report is also available in German.

Other detailed results of the survey can be obtained from NürnbergMesse, Market Research, T +49 9 11 8606-0, F +49 9 11 8606-82 28, info@nuernbergmesse.de.

April 2020
NürnbergMesse GmbH
- Market Research -
