



embeddedworld2022

Exhibition & Conference

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20
years
2003-2022

NÜRNBERG, GERMANY

21.–23.6.2022

MESSEBEGLEITER *EXHIBITION GUIDE*

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Dienstag – Mittwoch	9:00 – 18:00 Uhr
Tuesday – Wednesday	9:00 – 18:00
Donnerstag	9:00 – 17:00 Uhr
Thursday	9:00 – 17:00

[Rotary Club Nürnberg](#)

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Der Rotarische Messtisch für alle Aussteller und Besucher trifft sich am Mittwoch, den 22.6.2022, von 12:30 – 14:00 Uhr im NCC Mitte, Restaurant Behaims

The Rotarian Fair Table for all exhibitors and visitors meets on Wednesday, 22.6.2022, from 12:30 – 14:00 in NCC Mitte, Restaurant Behaims



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Fachmesse · Exhibition

- Hardware, Systeme, Distribution, Dienstleistungen
Hardware, systems, distribution, services
- Tools, Systeme, Distribution, Dienstleistungen
Tools, systems, distribution, services
- Anwendungs-Software, Systeme, Distribution, Dienstleistungen
Application software, systems, distribution, services

Ausstellerforum
Exhibitor's Forum

Behindertengerechte Toilette
WC for disabled

Besucherbefragung
Visitor survey

Besucherregistrierung
Visitor registration

Booking Office ew23

Cafeteria

Erste Hilfe
First-aid

Fax

Fundbüro
Lost property office

Geldautomat
Cash dispenser

Fachpressestand
Trade press stand

Jobbörse
Job exchange

Parkplätze
Car park

Kiosk

Konferenz
Conference

Kopierservice
Photocopying

Presse-Center
Press centre

Reiseservice
Travel services

Restaurant

Taxi

Telefon
Telephone

U-Bahn
Underground train

WLAN
Wi-Fi

■ **electronic displays Area**

■ **embedded vision Area**

■ **M2M Area**

■ **safety & security Area**

■ **IC&IP Design Area**

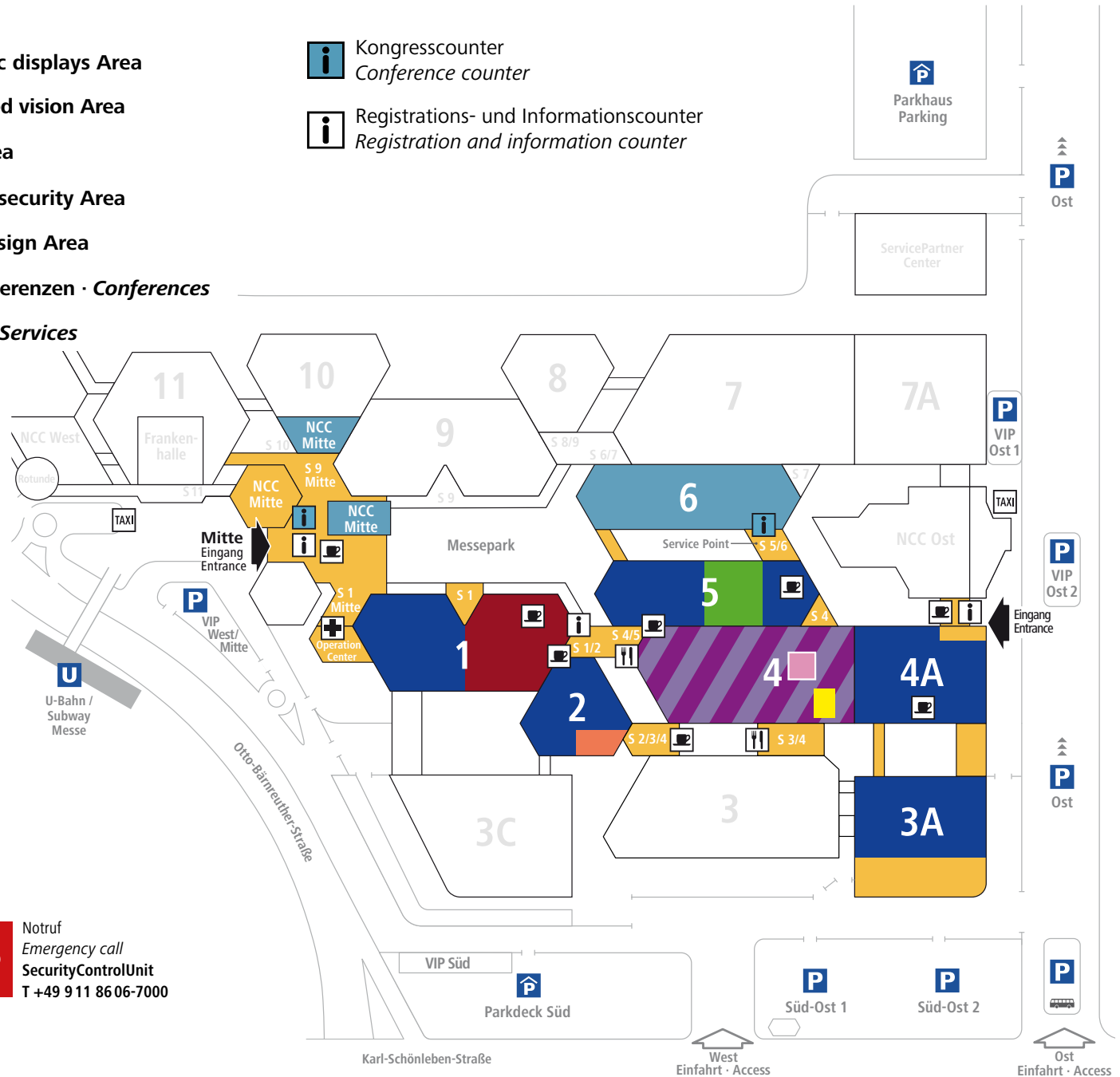
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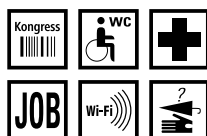


electronic displays
Conference

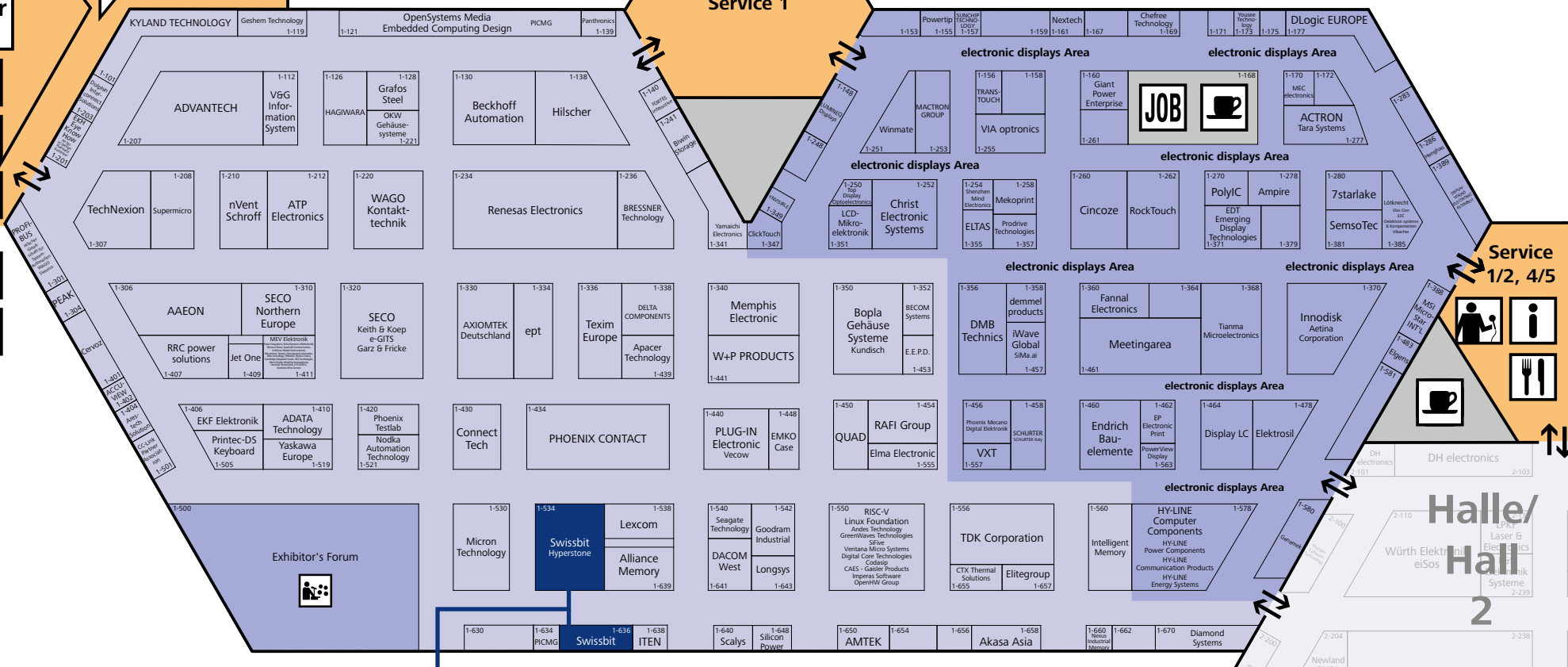
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Eingang
Entrance
Mitte

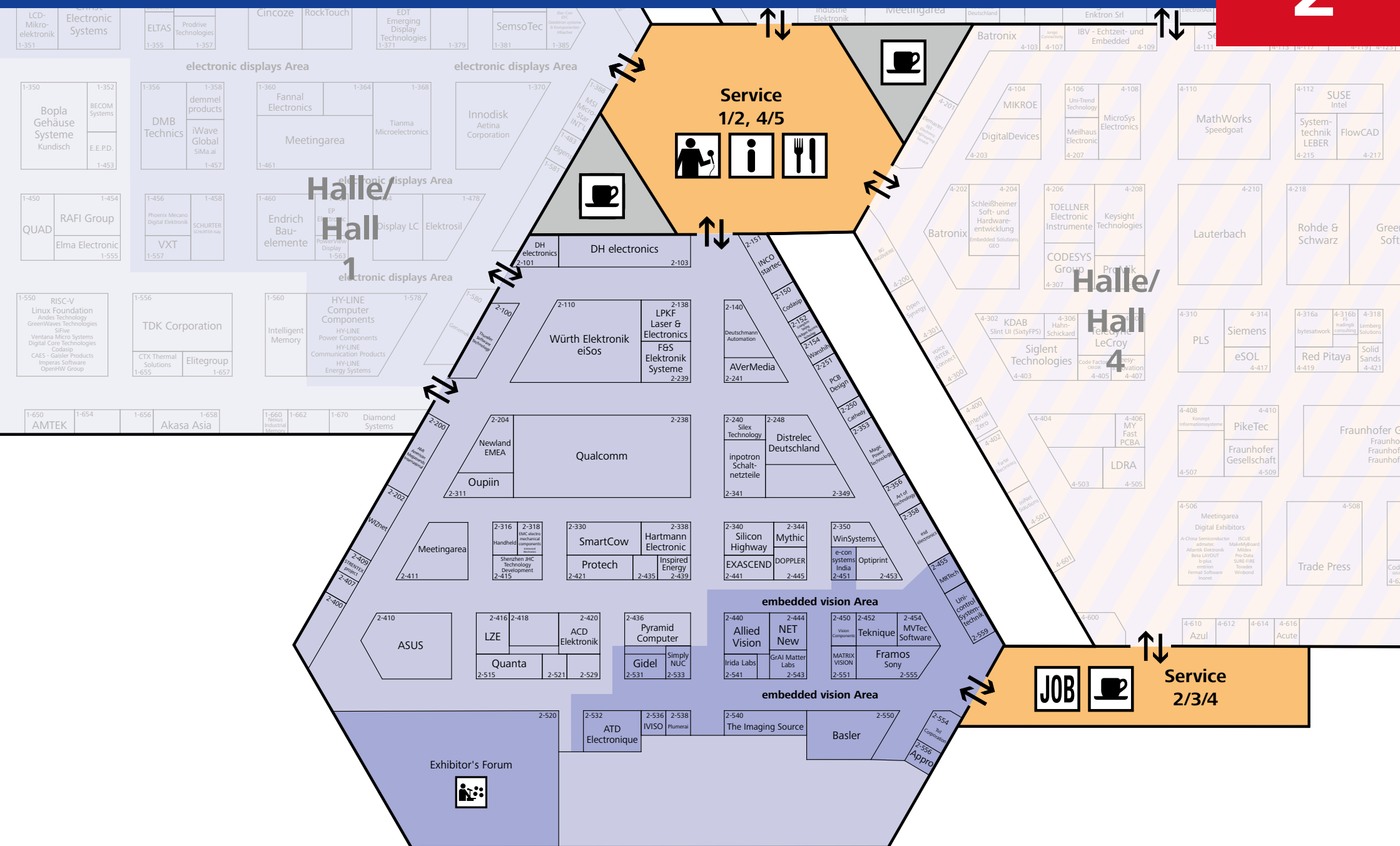
Service-Center
Mitte

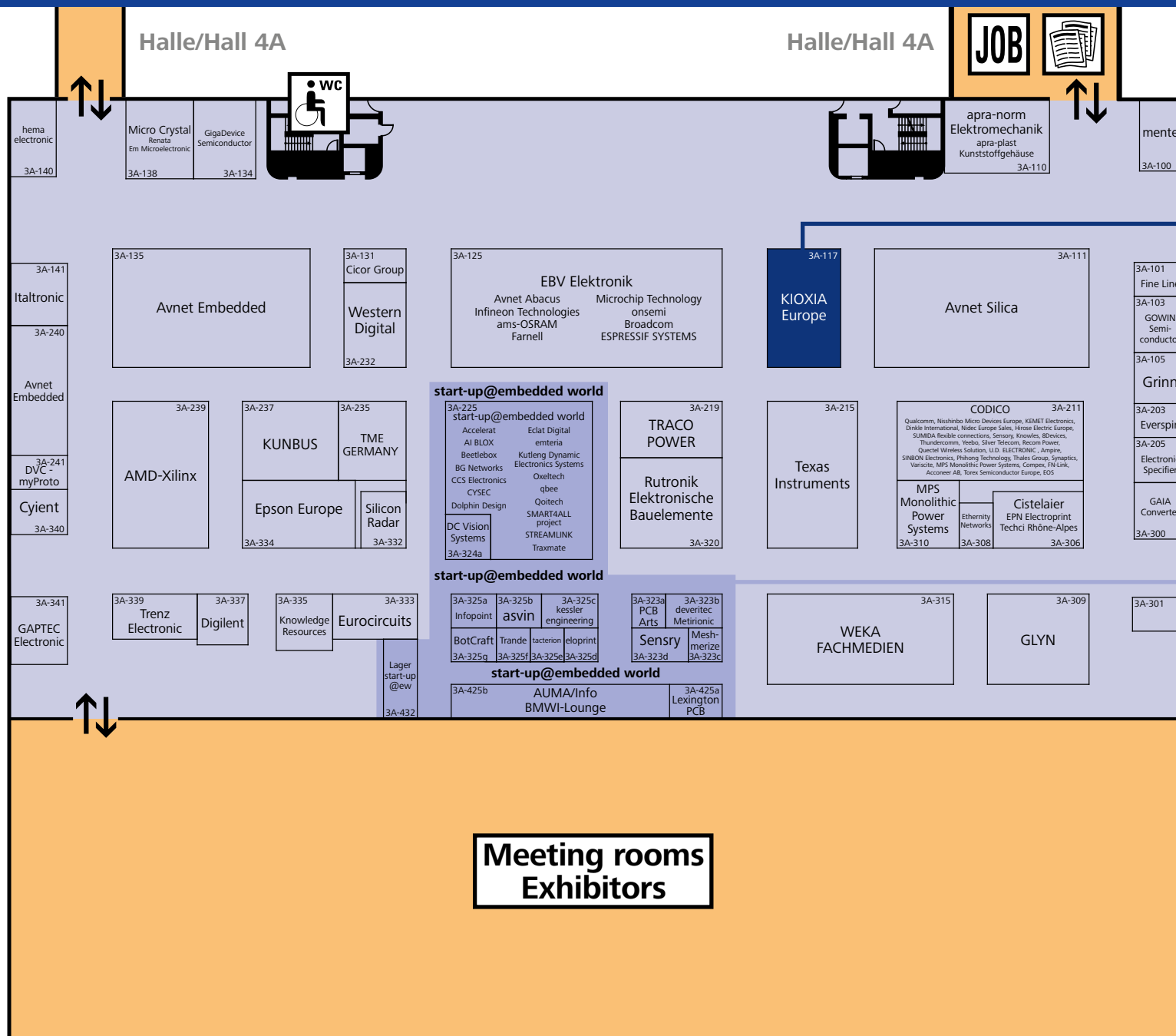


Service 1

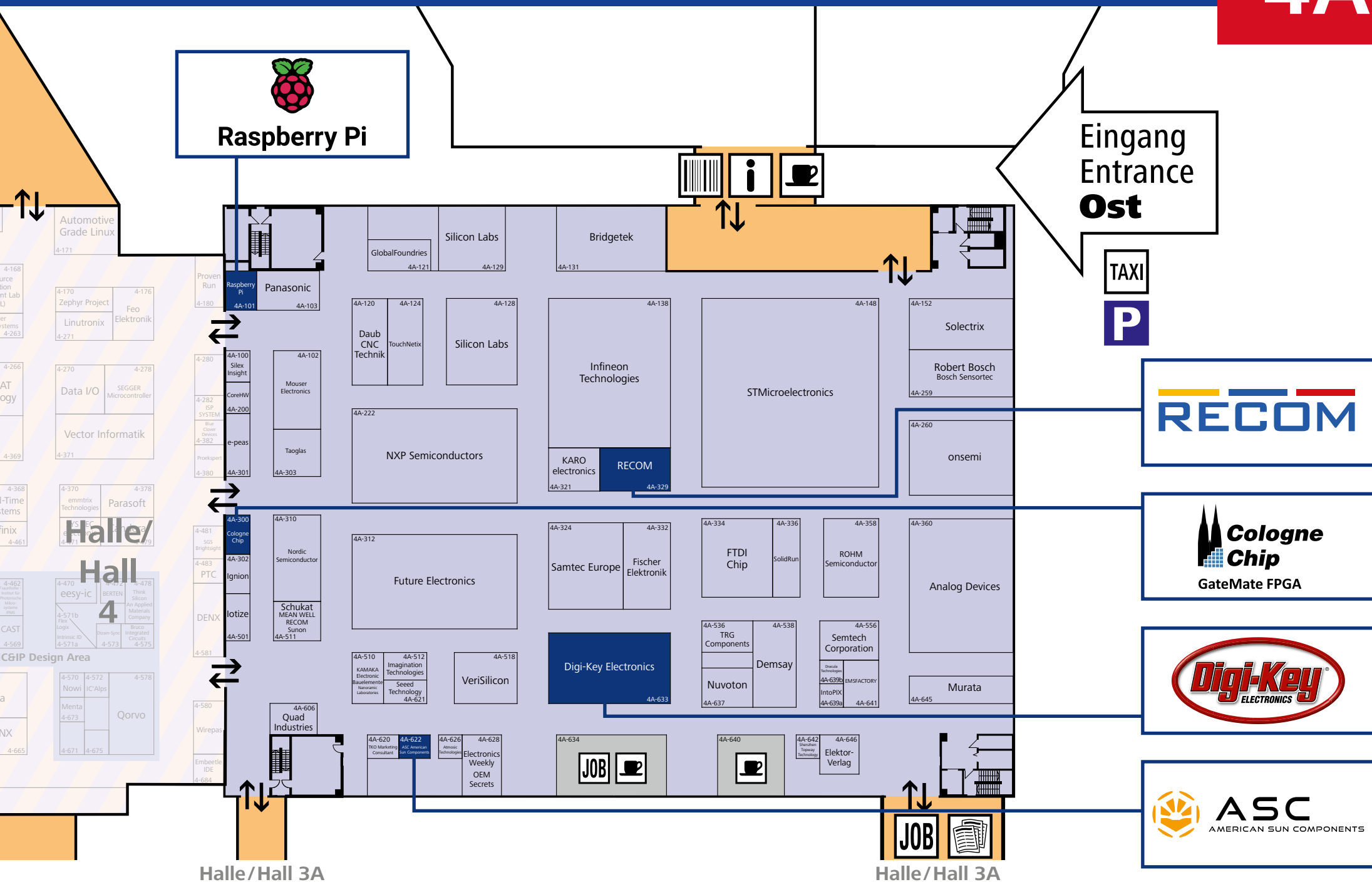


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Tuesday, 21.6.2022 | Exhibitor's Forum, Hall 2 | Stand 2-520

14:00 – 15:00 **Embedded Security – the reality check/how much security do we need?**
IoT systems undoubtedly bring lots of benefits and modern production environments would not allow us to produce cars and other with the flexibility, speed and price without powerful edge and cloud technologies. The same is true for smart home systems. Isn't it just great to turn on the house heating while you are still sitting in your car returning from your winter sport vacation? On the other hand - switching electrical home equipment remotely might result into hazardous situations: do white goods need more security?
Several recent attacks on embedded systems have shown the vulnerability of the smart distributed world we are building. Cyber attacks have turned off the heating systems of large building blocks during the winter in Finland. And the current war between Russia and Ukraine is also a hacker war. Renowned international experts will investigate the current state of the art in embedded cybersecurity and will discuss relevant topics of this area, e.g.
How much security do we need for our systems?
Which technologies are available and recommended?
What would be the best strategy for small and medium sized companies to build safe and secure systems?
How long does a security architecture last?
What are the typical obstacles and challenges and how can these be overcome?
Participants:
• **Trevor Martin**, ARM
• **Sandro Pinto**, Associate Research Professor, University do Minho, Portugal
• **Thomas Gilles**, Federal Office for Information Security, BSI
• **Timo Lothspeich**, Product Security Officer, Robert Bosch GmbH
Moderation: **Prof. Peter Fromm**, Member of the embedded world Conference Steering Board, University of Applied Sciences Darmstadt

Tuesday, 21.6.2022 | Exhibitor's Forum, Hall 2 | Stand 2-520

16:30 – 17:30 **The Future of IoT Connectivity**
Today we have a plethora of wireless connectivity solutions available for IoT that are developed by both industry alliances and standards bodies. These solutions offer a wide range of properties in terms of transmission range, power consumption, bandwidth, data rate, reliability, security, etc., which has led to fragmented technology space. Some technologies offer "native" IP connectivity offering true Internet of Things potential, whereas other network technologies provide data and access through cloud-based APIs. Interoperability, security, scalability, and manageability are all concerns that have not been put to rest yet. We also see a growing list of use cases from smart homes, to smart cities to smart grid, from industrial IoT applications to smart transportation to connected health. Each of these use cases has different connectivity requirements making it difficult to choose the correct connectivity solution. This panel will discuss the latest developments in wireless connectivity solutions for IoT, will discuss which technologies serve a particular use case best by touching on a range of topics from interoperability to security and reliability and provide an outlook towards the future.
Participant:
• **Jussi Numminen**, Director & Head of radio strategy and IPR, Wirepas
• **Jean-Jacques Adragna**, Staff Manager & Product Marketing, Qualcomm France S.A.R.L.
• **Karthik Ranjan**, LoRa Cloud Solutions and Partnerships Leader, Semtech
• **Venkatesh Narasimhan**, Senior Engineering Director, Products & Systems Apps, Silicon Labs
Moderation: **Prof. Dirk Pesch**, University College Cork, Ireland

Tuesday, 21.6.2022 | Exhibitor's Forum, Hall 1 | Stand 1-500

17:00 – 23:00 **Special Panel North America** on Tuesday, 21 June 2022 from 5 pm - 11 pm in Exhibitor's Forum Hall 1, Stand 1-500. More information on this you can find in the Exhibitor's Forum programme starting on page 34

Wednesday, 22.6.2022 | Exhibitor's Forum, Hall 1 | Stand 1-500

11:30 – 12:30 **Integration of embedded vision: towards plug and play**
Embedded vision is on the rise. We are all aware about smart devices that "see and understand", thanks to small, integrated image processing systems that work intelligently directly from devices and enable them to see and understand. Embedded vision is made possible by compact, high-performance computing platforms that consume very little energy and, thanks to standardized interfaces to image sensors, can process an increasing amount of image data in real time. The 3C industries have long experience in developing and integrating high-end components like cameras and SOC processors into, e.g., smartphones. Not to mention its ease-of-use thanks to advanced software tools. However, the technical integration of components into an embedded vision device is not (yet) as easy as it seems. Where is the technology already in use? What are new developments and promising applications? What role will artificial intelligence play in the future? How to master the integration? All these topics will be discussed in a panel discussion on the trend topic "Embedded Vision" at the embedded world, the world's leading trade fair for embedded systems, organized by VDMA Machine Vision in cooperation with the embedded world.
Participants:
• **Gion-Pitthen Gross**, Director, Product Management & Marketing, Allied Vision Technologies
• **Dr. Frederik Schönebeck**, Head of Custom Solutions, FRAMOS
• **Dr. Olaf Munkelt**, Co-founder, Co-owner and Managing Director, MVTec Software
• **Jan-Erik Schmitt**, Vice President Sales, VISION Components
• **Jan Jongboom**, Co-founder and CTO, Edge Impulse
Moderation: **Peter Stiefenhöfer**, PS Marcom Services

Wednesday, 22.6.2022 | Exhibitor's Forum, Hall 2 | Stand 2-520

13:30 – 14:30 **How companies can drive innovation**
It's no secret that the electronics industry is one of the fastest-moving industries of our time. As a result, companies have to develop new products and services very quickly and meet the needs of their customers exactly. Otherwise, numerous competitors are already waiting to take over market share. It's fair to say that there is a strong compulsion to innovate, which can be through the use of advanced materials, miniaturization or the use of disruptive technologies such as AI and robotics. In this context, the question arises what leaders can actively do to promote innovation in their company. During the panel, we want to address three possible approaches. On the one hand, we will discuss the advantages and challenges of innovation hubs as an ecosystem and meeting place for diverse ideas, people and technologies. On the other hand, the type of communication and the culture of error in the company are also important prerequisites for the emergence of new ideas which will be highlighted. And last but not least, diverse teams can be a catalyst for creative ideas and new ways of solving problems. The panelists will show ways to create a heterogeneous and inclusive environment in the workplace.
Participants:
• **Prof. Dr. Matthias Fifka**, Head of the Institute of Business and Economics, Friedrich Alexander University Erlangen-Nürnberg (FAU)
• **Sabine Hansky**, CTO, Program Director & Expert for Urban Development, Munich Urban Colab
• **Simon Müller**, WattX Viesmann Group
• **Rainer Roese**, Sales Director, South and East Europe and member of the TI EMEA Pride Network and Chair of the TI's Safe Space Program, Texas Instruments
• **Christian Stephan**, Head of Innovation Research, Digital Strategy & Transformation at Media-Saturn Holding
Moderation: **Magdalena Daxenberger**, Marketing and Innovation Manager at DH electronics & Founder of InnovateTheAlps by Alpieneers

Wednesday, 22.6.2022 | Exhibitor's Forum, Hall 1 | Stand 1-500

16:30 –
17:30

Embedded AI: Why the Big Future of Machine Learning is Embedded

In the 20th year of its existence, the annual motto of the embedded world Conference is intelligent. connected. embedded. It thus picks up the title of one of its predecessors from the 1990s. Back then, "embedded intelligence" was more of a vision of the future. In the meantime, embedded intelligence is an essential component of more and more systems, from autonomous vehicles, embedded vision, and embedded speech recognition to predictive maintenance in Industry 4.0 applications. These developments open up immense possibilities and business opportunities, but are also closely linked to a wide range of technical, economic, social and ethical issues. In this panel discussion, we want to discuss the opportunities and challenges of embedded artificial intelligence today and in the future with these distinguished panelists. We will talk about when embedded AI makes sense, what it takes to make it work, and how to get started with embedded AI as a company.

Participants:

- **Christopher Rogers**, CEO & Founder, SensiML Corp.
 - **Prof. Dr. -Ing. Daniel Müller-Gritschneider**, Adjunct Teaching Professor at the Institute for Electronic Design Automation, Technical University of Munich
 - **Corinna Babin**, AI European Marketing Manager, STMicroelectronics
- Moderation: **Prof. Dr. Daniel Gaida**, Cyber-Physical Systems, Technische Hochschule Köln (University of Applied Sciences)

Thursday, 23.6.2022 | Exhibitor's Forum, Hall 5 | Stand 5-335

11:30 –
12:30

The Chip Shortage: Why It Happened, When It'll End, and What You Can Do About It

Supply chains operated smoothly since many years. Just in time production seemed to be incorporated into the DNA of all major companies. But in 2020 all of a sudden things changed. The picture of the MV Ever Given which got stuck in the Suez Canal probably can be considered as the perfect metaphor describing the new reality. Cars could not be delivered due to missing microcontrollers, graphic cards and PC's suddenly were hard to get but also commodity products like resistors, CAN transceivers and similar had delivery times of months. Is it due to the Corona virus, the trade war between USA and China and will the problem disappear as quickly as it arose? Or do we see a general change of trends?

What are the root causes for the current supply chain problems?

How can we deal with the short term effects?

What long term strategy could be recommended?

Will globalization and „Just in time delivery“ be the option for the future?

We are happy to present a group of renowned international experts to discuss these questions from an economical, technical but also political perspective and to provide ideas for your future business strategy.

Participants:

- **Cesare Garlati**, CEO & Founder, HexFive
 - **Tania Scroggie**, OEM Relationship Director, GDCA
 - **Georg Steinberger**, Vice President, Communications Avnet EMEA, FBDI
- Moderation: **Richard Nass**, Executive Vice-President, Brand Director, Embedded Franchise at OpenSystems Media

Thursday, 23.6.2022 | Exhibitor's Forum, Hall 1 | Stand 1-500

13:30 –
14:30

AI Ethics: from principles to engineering

It is easy to formulate a wishlist for the ethical use of AI – principles such as fairness, transparency or privacy protection are widely agreed. It is much harder to work out what this means for the engineering of AI systems, and how such principles can be put into practice without creating massive burdens for technical teams. In this panel, we will discuss this challenge and a number of promising approaches that are gaining more and more support in industry and are at the same time consistent with upcoming European regulation. A key part of this might be a standardised description of certain characteristics of AI systems.

Participant:

- **Christoph Peylo**, Global Head of Bosch Center for Artificial Intelligence, Bosch
- **Brian Tranter**, Working Group Convenor, IEC SEG 10
- **Patricia Shaw**, CEO & Co-Founder, Beyond Reach – a tech ethics (governance, policy & legal) consultancy

Moderation: **Dr. Sebastian Hallensleben**, Head of Digitalisation and AI at VDE

Das gesamte Programm des Ausstellerforums und der Expert Panels finden Sie auch unter www.embedded-world.de/programm und auf der digitalen Plattform talque. Alle Vorträge stehen Ihnen auf der digitalen Plattform noch bis zum 30. September 2022 zur Verfügung.

Please find under www.embedded-world.de/programme and on the digital platform talque the program of the Exhibitor's Forum as well as of the Expert Panels. All lectures will be available on the digital platform until 30 September 2022.

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NOMINEES

Category Hardware:

NXP Semiconductors
Product: S32
Real-Time Processors

STMicroelectronics
Product: Intelligent Sensor
Processing Unit integrates brains
into sensors with AI in the edge

Fibocom Wireless Inc.
Product: Fibocom FG160/
FM160 Series

Category Software:

STMicroelectronics
Product: NanoEdge AI Studio

NXP Semiconductors
Product: Voice Intelligent
Technology (VIT)

Category Embedded Vision:

GrAI Matter Labs
Product: Life-Ready AI Chip

NET New Electronic
Technology GmbH
Product: iam-ML ready

Cadence Design Systems, Inc.
Product: Cadence® Tensilica®
Vision P1 DSP

Category Safety & Security:

CodeClinic LLC
Product: Traci
Traceability Solution

Exein
Product: Pulsar

Category Tools:

Accemic Technologies GmbH
Product: CEDARtools

Cadence Design Systems
Product: Protium™ X2 Enterprise
Prototyping Platform

Perinet GmbH
Product: periCORE
Development Kit

Category Start-up:

Dolphin Design
Product: TinyRAPTOR

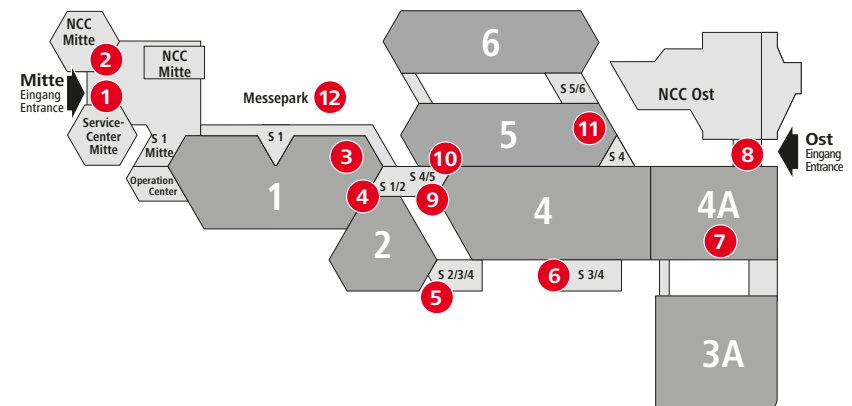
BG Networks
Product: BGN-SAT Security
Automation Tool

A-China Semiconductor Ltd.
Product: 32 bits microcontroller
with PUF security function

embedded award ceremony

Tuesday, 21.6.2022 12:00 - 13:00,
Exhibitor's Forum, Hall 1 | Stand 1-500

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Exhibitor's Forum Hall 2, 2-520

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Exhibitor's Forum Hall 5, 5-335

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embedded world's **Student Day** will gather highly motivated, final-year engineering students on 23 June 2022. This year's Student Day will be held as a **special edition**. Its focus will be on the trade fair activities of embedded world's exhibition, where students have the opportunity to get to know new exhibitors and their products.

Guided tours for students on Thursday, 23 June – we have put together an **exciting guided tour of the exhibition**, especially designed for students, that includes a visit to select exhibitors and start-up@embedded world.

The one-hour guided tours will take place all day on **Thursday, June 23, from 9.30 am to 3.30 pm**. The meeting point is in NCC Mitte and the maximum number of participants per tour is 40. Registrations are valid for individuals only and must be done via the digital event platform talque.

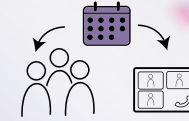
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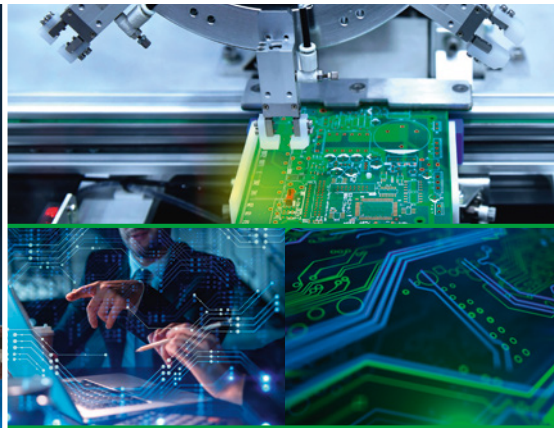
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Dienstag · Tuesday, 21.6.2022

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10:30 – 11:00	Practical Design Considerations for PICMG COM-HPC® Carrier Boards Paolo Scanniffio, Samtec Europe, 4A-324
11:00 – 11:30	Open Source at the Edge with Kubernetes and Linux – A real-life example with Industry Fusion SUSE, 4-112
11:30 – 12:00	Quarkslab- (re)securing an IoT device fleet before or after its market release Cyrille Ngalle, Kamel Kholli, Quarkslab, 4-457
12:00 – 13:00	embedded award Ceremony Awarding: Prof. Dr.-Ing. Axel Sikora, Offenburg University of Applied Sciences, Hahn-Schickard Institute Micro- & Information Technology, Chairman embedded world
13:00 – 13:30	Mittagspause – Lunch break
13:30 – 14:00	Cadence – Designing the Next Ultra-Low-Power Always-On Solution Amol Borkar, Cadence Design Systems, 4-122
14:00 – 14:30	Overcoming data gravity challenges with Lyve Mobile. Seagate Systems – A step ahead. Seagate Technology (Netherlands) Germany Branch, 1-540
14:30 – 15:00	User Experience Design in the jungle of technologies – Do I dare to use new, innovative technologies? Justina Krawczyk, macio, 4-559
15:00 – 15:30	Ideation to Silicon in the Cloud Arm, 4-140
15:30 – 16:00	STMicroelectronics – MATTER, Bluetooth LE, Zigbee, and Thread: how can ST's connectivity solutions support these evolving standards? Paolo Scanniffio, Nathalie Vallespin, STMicroelectronics, 4A-148
16:00 – 16:30	Amazon Web Services (AWS) - What's new in FreeRTOS Richard Barry, Amazon Web Services, 4-548
16:30 – 17:00	MPS Monolithic Power Systems MPS Monolithic Power Systems, 3A-310
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17:00 – 18:00	Topic AI/ML High-Performance Interconnects for Embedded AI/ML Matthew Burns, Technical Marketing Manager, Samtec, Inc. Managing Large-Scale AIoT Deployments at the Edge Pooja Venkatesh, Software Product Manager, SmartCow

Dienstag · Tuesday, 21.6.2022

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18:00 – 19:00	Topic Security Protecting Industrial Systems Against Sophisticated Attacks Preeti Khemani, Connectivity Standards Alliance (CSA) Plan for Systems to be Compromised Ian Ferguson, Vice President, Lynx Software Technologies
19:00 – 20:00	Topic IIoT Issues Embedded IoT Security - The Right Solution for the Right Problem Kimberly Dinsmore, Security Solutions Manager, Renesas Electronics The Edge-Cloud Symbiosis in the IoT Lalitha Suryanarayana, Vice President of Strategy, Infineon Technologies
20:00 – 21:00	Topic Automotive Technologies The Technologies Driving Connected Automobiles: V2X, 5G, WiFi 6, Security, and Edge Analytics Tawfeeq Ahmad, Product Manager, iWave Systems Cloud-Native Mixed Critical Automotive System Development Girish Shirasat, Director of Software Strategy/Architecture, Arm
21:00 – 22:00	Topic Power Efficiency Offer "Always On" Functionality Without Breaking the Power Budget Amol Borkar, Director of Product Management, Tensilica Vision & AI DSPs, Cadence Power Efficient Embedded Processing Shola Slough, Product Specialist, Industrial Solutions Division, onsemi
22:00 – 23:00	Topic Wireless, including 5G Ultra low-power IoT asset tracking Karthik Ranjan, LoRa Cloud Solutions & Partnerships Leader, Wireless Sensing Products Group Semtech Design Systems That Seamlessly Adjust to Varying Wireless Protocols Houman Zarrinkoub, Senior Wireless Product Manager, MathWorks

Zeit·Time Halle 2 · Hall 2, Stand 2-520

10:00 – 11:00	Startup Pitches Moderation: BayStartUP sponsored by: MathWorks – Build your Start-up with MATLAB and Simulink Teilnehmer / Participants: emteria, Accelerat, Eclat Digital Recherche, Smart4All Project, CCS Electronics, Meshmerize
11:00 – 11:30	Amazon Web Services (AWS) – Deliver intelligent business outcomes with data and machine learning using AWS IoT Greengrass Richard Elberger, Amazon Web Services, 4-548
11:30 – 12:00	Quarkslab - (re)securing an IoT device fleet before or after its market release Cyrille Ngalle, Kamel Kholli, Quarkslab, 4-457
12:00 – 13:00	Mittagspause – Lunch break

Dienstag · Tuesday, 21.6.2022

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14:00 – 15:00	Embedded Security - the reality check / how much security do we need? Moderation: Prof. Peter Fromm, Member of the embedded world Conference Steering Board, University of Applied Sciences Darmstadt Teilnehmer / Participants: Sandro Pinto, Associate Research Professor, University do Minho, Portugal Trevor Martin, Arm Thomas Gilles, Federal Office for Information Security, BSI Timo Lothspeich, Product Security Officer, Robert Bosch GmbH
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15:30 – 16:00	Amazon Web Services (AWS) – How to develop IoT applications using RISC-V and embedded Linux Richard Elberger, Amazon Web Services, 4-548
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Zeit·Time Halle 5 · Hall 5, Stand 5-335

10:00 – 10:30	Building Security Defenses for Edge Computing Devices Emir Ayer, Amazon Web Services, 4-548
10:30 – 11:00	Easy and failsafe protection of secure boot processes – how an comprehensive Key Lifecycle Management can help! Horst Kruse, MTG, 4-447
11:00 – 11:30	Embedded IoT Security Gianni Cuzzo, Exein, 4-438
11:30 – 12:00	STMicroelectronics – Higher power delivery for safe automotive power distribution systems Filippo Scrimizzi, Giuseppe Longo, STMicroelectronics, 4A-148
12:00 – 13:00	Mittagspause – Lunch break

Dienstag · Tuesday, 21.6.2022

Zeit·Time Halle 5 · Hall 5, Stand 5-335

13:00 – 13:30	Next-gen COMs by ADLINK Richard Pinnow, ADLINK Technology, 5-235
13:30 – 14:00	Functional Safety – Application-Ready Platform nach IEC 61508 bis SIL 3 Günter Deisenhofer, Peter Brinkmann, Kontron, 5-111
14:00 – 14:30	Static Analysis and Dynamic Testing of Software: A Combined Approach Adam Mackay, QA Systems, 4-227
14:30 – 15:30	Leveraging Safety and Security Across Critical Industries to Deliver Best Practice for Developers Chuck Brokish, Green Hills Software, 4-325
15:30 – 16:00	STMicroelectronics – Optimized Machine Learning for Microcontrollers and Sensors, a game changer for Edge AI Pierrick Autret, STMicroelectronics, 4A-148
15:30 – 16:30	Start-up Pitches Moderation: BayStartUP sponsored by: MathWorks – Build your Start-up with MATLAB and Simulink Teilnehmer / Participants: DC Vison Systems, Trande, Metirionic/deveritec, asvin, kessler engineering, Lexington Europe
16:30 – 17:00	Enabling data quality for vehicle data logging Georg Vogl, b-plus, 4-605

Mittwoch · Wednesday, 22.6.2022

Zeit·Time Halle 1 · Hall 1, Stand 1-500

10:00 – 10:30	Siemens - True Hardware/Software Co-Design enabled by High-Level Synthesis Petri Solanti, Siemens, 4-314
10:30 – 11:00	New VITA 74 VNX/VITA 90 VNX+ Standards Offer Alternative Infrastructure for Rugged Computing Applications Matthew Burns, Samtec Europe, 4A-324
11:00 – 11:30	Time-Sensitive Networking: What, Why and Who Christoph Behler, CC-Link Partner Association, 1-501
11:30 – 12:00	Miniaturization of PC-based systems - Maximizing Use Cases Tim Pauls, Hilscher Gesellschaft für Systemautomation mbH, 1-138
12:00 – 13:00	Mittagspause – Lunch break
13:00 – 13:30	Bridging the IT / OT divide in Industry 4.0 Edoardo Barbieri, Canonical Ubuntu, 4-450

Mittwoch · Wednesday, 22.6.2022

Zeit·Time Halle 1 · Hall 1, Stand 1-500

13:30 – 14:00	Cadence - Enabling Next-Generation Automotive Systems Robert Schweiger, Cadence Design Systems, 4-122
14:00 – 14:30	Overcoming data gravity challenges with Lyve Mobile. Seagate Systems – A step ahead. Andrè Ambrosius, Nir Elron, Seagate Technology (Netherlands) Germany Branch, 1-540
14:30 – 15:00	Software Defined Vehicle: Build or Buy the required IP? Andrew Patterson, Siemens, 4-314
15:00 – 15:30	Siemens - Raising the performance of intelligent self-analytics in complex SoCs Greg Arnot, Siemens, 4-314
15:30 – 16:00	Developing Autonomous Mobile Robots: a complex and challenging journey made simple with AAEON and Intel Daniele Cleri, Klaus Uhl, AAEON, 1-306
16:00 – 16:30	Joan Ceuterick Joan Ceuterick, Cyient, 3A-340
16:00 – 16:30	Embedded AI: Why the Big Future of Machine Learning is Embedded Moderation: Prof. Dr. Daniel Gaida, Cyber-Physical Systems, Technische Hochschule Köln (University of Applied Sciences) Teilnehmer / Participants: Christopher Rogers, CEO & Founder SensiML Corp. Prof. Dr.-Ing. Daniel Müller-Gritschneider, Adjunct Teaching Professor at the Institute for Electronic Design Automation, Technical University of Munich Corinna Babin, AI European Marketing Manager, STMicroelectronics

Zeit·Time Halle 2 · Hall 2, Stand 2-520

10:00 – 11:00	Start-up Pitches Moderation: BayStartUP sponsored by: MathWorks – Build your Start-up with MATLAB and Simulink Teilnehmer / Participants: Oxeltech, Dolphin Design, Kutleng Dynamic Electronics Systems, qbee, Beetlebox, MakeMyBoard
11:00 – 11:30	STMicroelectronics – Multi-Band Connectivity Asset Tracking Solution based on STM32 Wireless MCUs, from Bluetooth to LoRa Filippo Colaïanni, Hakim Jaafar, STMicroelectronics, 4A-148
11:30 – 12:30	Integration of embedded vision: towards plug and play Moderation: Peter Stiefenhöfer, PS Marcom Services Teilnehmer / Participants: Gion-Pitchen Gross, Product Management & Marketing, Allied Vision Jan Jongboom, Co-founder and CTO, Edge Impulse Dr. Frederik Schönebeck, Head of Custom Solutions, FRAMOS Dr. Olaf Munkelt, Co-founder, Co-owner and Managing Director, MVtec Software Jan-Erik Schmitt, Vice President Sales, VISION Components
12:30 – 13:30	Mittagspause – Lunch break

Mittwoch · Wednesday, 22.6.2022

Zeit·Time Halle 2 · Hall 2, Stand 2-520

13:30 – 14:00	How companies can drive innovation Moderation: Magdalena Daxenberger, Marketing and Innovation Manager at DH electronics & Founder of InnovateTheAlps by Alpioneers Teilnehmer / Participants: Prof. Dr. Matthias Fifka, Head of the Institute of Business and Economics, Friedrich Alexander University Erlangen-Nürnberg (FAU) Sabine Hansky, CTO, Program Director & Expert for Urban Development, Munich Urban Colab Simon Müller, WattX Viesmann Group Rainer Roesse, Sales Director, South and East Europe and member of the TI EMEA Pride Network and Chair of the TI's Safe Space Program, Texas Instruments Christian Stephan, Head of Innovation Research, Digital Strategy & Transformation at Media-Saturn Holding
14:30 – 15:00	Hunting for bottlenecks – How to leverage PLS's Universal Debug Engine UDE to analyze your application's runtime Jens Braunes, PLS Programmierbare Logik & Systeme, 4-310
15:00 – 15:30	Accelerate Development of AWS IoT Connected Devices with FreeRTOS and Arm Tools Arm, 4-140
15:30 – 16:00	How we built a cyber garage: Hands-on experience on getting ready for vehicle security assessment Gianfranco Vinucci, PCAutomotive, 4-459
16:00 – 16:30	Cavli Wireless Product Launch – C42GM: global LPWAN module with CAN BUS Interface Cavli Wireless, 5-362

Zeit·Time Halle 5 · Hall 5, Stand 5-335

10:00 – 10:30	Intersection of DevOps and Compliance Gerhard Kruger, Steve Howard, Perforce Software, 4-510
10:30 – 11:00	Testing the Edge: Blurring the Lines Between Test & FPGA Diligent, 3A-337
11:00 – 11:30	Connected Lighting, Visible Light Communication and Indoor Positioning Mike Sandyck, onsemi, 4A-260
11:30 – 12:00	STMicroelectronics – Stellar Integration MCU: Revolutionary OTA approach to accelerate the transition to software-defined mobility Francesco Petruzzello, STMicroelectronics, 4A-148
12:00 – 13:00	Mittagspause – Lunch break
13:00 – 13:30	Amazon Web Services (AWS) – Industry 4.0 is here: Improving manufacturing processes with AWS IoT Richard Elberger, Amazon Web Services, 4-548
13:30 – 14:00	Radientum Oy Radientum Oy, 5-371

Mittwoch · Wednesday, 22.6.2022

Zeit·Time Halle 5 · Hall 5, Stand 5-335

14:00 – 14:30	Static Analysis and Dynamic Testing of Software: A Combined Approach Adam Mackay, QA Systems, 4-227
14:30 – 15:00	Design review for a 25kW fast Electrical Vehicle DC charger Didier Balocco, onsemi, 4A-260
15:00 – 15:30	System Level Solutions Require Advanced System Level Tools and Visibility – Game Changing Capabilities for Developers Chuck Brokish, Green Hills Software, 4-325
15:30 – 16:30	Start-up Pitches Moderation: BayStartUP sponsored by: MathWorks – Build your Start-up with MATLAB and Simulink Teilnehmer / Participants: BotCraft, eloprint, STREAMLINK, Qoitech, BG Networks, BG Networks, tacterion
16:30 – 17:00	Affected by the Microcontroller shortage? Design faster with 32-bit GigaDevice MCUs Lon Howze, GigaDevice, 3A-134

Donnerstag · Thursday, 23.6.2022

Zeit·Time Halle 1 · Hall 1, Stand 1-500

10:00 – 10:30	Industry Fusion: An open-source, scalable end-to-end IIoT solution for small to medium enterprises in manufacturing SUSE, 4-112
10:30 – 11:00	VITA 88 XMC+ Enables PCI Express® 5.0 Performance in Rugged Computing Applications Samtec Europe, 4A-324
11:00 – 11:30	Sustainable HMI solutions by Mekoprint Anders Kold, Domenic Breitbard Nielsen, Mekoprint, 1-258
11:30 – 12:00	Open Source at the Edge with Kubernetes and Linux – A real-life example with Industry Fusion SUSE, 4-112
12:00 – 13:30	Mittagspause – Lunch break
13:30 – 14:30	AI Ethics: from principles to engineering Moderation: Dr. Sebastian Hallensleben Teilnehmer / Participants: Christoph Peylo
14:30 – 15:00	Developing Next-Gen Industrial Solution Cervoz, 1-401

Donnerstag · Thursday, 23.6.2022

Zeit·Time Halle 2 · Hall 2, Stand 2-520

10:00 – 11:00	Start-up Pitches Moderation: BayStartUP sponsored by: MathWorks – Build your Start-up with MATLAB and Simulink Teilnehmer / Participants: CYSEC, Traxmate, PCB Arts, AI BLOX, Sensry
11:00 – 11:30	Duch Einsatz leistungsstarker Edge Computing-Systeme Produktionsprozesse optimieren InoNet Computer GmbH, 1-581
Zeit·Time Halle 5 · Hall 5, Stand 5-335	
10:00 – 10:30	Simplifying hardware based IoT security in the electronics supply chain Stephan Demianiwi, Data I/O, 4-270
10:30 – 11:00	Edge computing Data-Versatility meets IT-Security Marcus Finkbeiner, Schubert System Elektronik, 5-219
11:00 – 11:30	COM-HPC: A new standard for computer-On-Modules Martin Unverdorben, Kontron, 5-111
11:30 – 12:30	The Chip Shortage: Why It Happened, When It'll End, and What You Can Do About It Moderation: Richard Nass Teilnehmer / Participants: Cesare Garlati, HexFive; Tania Scroggie, GDCA; Georg Steinberger, FBDI

Alle Angaben ohne Gewähr. Änderungen vorbehalten. No responsibility accepted for errors. Subject to change. Stand/Date: 17.5.2022

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