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## Press release

### **3 start-up highlights in advance electronica attracts founders**

Kathrin Hagel  
PR Manager  
Tel. +49 89 949-21474  
kathrin.hagel@  
messe-muenchen.de

**Contacts to possible investors, sales support or legal advice: Start-ups that want to turn a good idea into a successful company face a number of challenges. From November 8–11, 2016, the electronica Fast Forward start-up platform offers founders extensive start-up assistance. Thanks to this event, the World's Leading Trade Fair for Electronic Components, Systems and Applications has its finger on the pulse of the times. During the first few weeks, several founders and aspiring entrepreneurs have registered to present their innovative ideas at electronica.**

Whether a start-up already has a product and a business plan or a creative mind is still working on an idea is not important for them to participate in electronica Fast Forward. Founders and developers can submit their projects in the "Idea", "Prototype" and "Start-up" categories and have a chance to be part of the start-up initiative. A panel of judges evaluates the submissions and selects the best participants from all of the competitors, who then have a chance to present themselves to an international audience. A number of different start-ups from more than 17 countries including China, Russia, Australia and the United States have already applied with promising solutions. Because interest is so high, electronica has extended the application deadline to October 4, 2016.

#### **Ideas, prototypes and start-ups: Three highlights in advance**

A Belgian start-up has submitted a promising solution involving 3D printing technology in the "Idea" category. The potential founders want to develop compact 3D printers that can be used to manufacture aluminum parts cost effectively—without relying on lasers, high voltage or metal powder.

Messe München GmbH  
Messegelände  
81823 München  
Deutschland  
www.messe-muenchen.de

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A product in the “Prototype” category has the lofty objective of saving lives. An Austrian team has developed a system that uses instant messaging to remind car owners about children or pets that have been left in the car if they are in danger due to high temperatures or a lack of oxygen. Several sensors detect whether someone is still in the car and determine its location. In the event of an emergency, first the system notifies the car’s owner. If the owner does not respond, it then notifies emergency services.

At the Munich-based start-up eCozy, everything revolves around the topic of energy-efficient heating for private use. The start-up has developed an intelligent thermostat, and the thing that makes it special is that it learns the homeowner’s lifestyle and then uses an algorithm to guarantee perfect heating conditions, cutting energy consumption by up to 30 percent in the process. Additional highlights are available at <http://blog.electronica.de/en>.

### **Benefits for aspiring founders and creative minds**

Companies that participate in the electronica Fast Forward platform don’t just have access to exhibition space in the East Entrance: They also have their own forum program that allows them to profit from the support of experienced advisers. For example, other founders can share their experiences, and business angels and investors can give them valuable tips. The special highlight for young entrepreneurs: Everyone has a chance to win the Fast Forward Award. The award includes international PR, consulting and marketing support worth EUR 150,000. STMicroelectronics N.V. and the Würth Elektronik eiSos-Gruppe have agreed to be sponsors for electronica Fast Forward.

For the first time ever, electronica Fast Forward is being organized in close cooperation with “Elektor” magazine. The electronica Fast Forward Award ceremony takes place on November 11.

Additional information and details about how to apply for the electronica Fast Forward Award are available at [www.electronica.de/en](http://www.electronica.de/en) and at <https://www.elektormagazine.com/contest/global-start-up-award-2016>.

**About electronica**

electronica is the International Trade Fair for Electronic Components, Systems and Applications. It is the electronics industry's most important international industry gathering and features a supporting program with forums and conferences such as the electronica Automotive Conference, the Embedded Platforms Conference, IT2Industry and the Wireless Congress. For the first time ever, electronica Fast Forward is being presented. A total of 73,189 visitors and 2,725 exhibitors participated in electronica in 2014. electronica has been held in Munich every two years since 1964. The next exhibition takes place from November 8–11, 2016. [www.electronica.de](http://www.electronica.de)

**electronica worldwide**

In addition to electronica, Messe München organizes electronica China und electronica India. Its network of electronics exhibitions also includes productronica in Munich, productronica China, productronica India and eAsia.

**Messe München**

Messe München is one of the world's leading trade-show companies. It organizes some 40 trade shows for capital and consumer goods and key high-tech industries in Munich alone. 14 of those events are number 1 in the world in their respective industries. Each year more than 30,000 exhibitors and some two million visitors take part in events held at the Messe München trade-fair center, the ICM – Internationales Congress Center München and the MOC Veranstaltungszentrum München. In addition, Messe München organizes trade shows in China, India, Turkey and South Africa. Messe München has a global business presence with affiliates in Europe, Asia and Africa and more than 60 foreign representatives serving more than 100 countries.