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Trends in the embedded sector

Embedded systems: The future of the industry at electronica 2016

"Connected Worlds—Safe and Secure" is the motto of an exhibition sector at electronica, the International Trade Fair for Electronic Components, Systems and Applications, that revolves around the latest operating systems and networking technology in the electronics applications sector. When the fair opens its gates in Munich from November 8–11, more than 2,800 international exhibitors will present the latest embedded solutions and products that pertain to key themes such as the Internet of Things (IoT), industrial electronics and automation. Experts will discuss the industry's latest developments at the Embedded Platforms Conference and the Embedded Forum.

Embedded is one of electronica's most important focal points. The last time that the fair was held, 35 percent of its 73,189 visitors came from the sector for hardware and software development. Besides the Embedded exhibition sector in Hall A6, the Embedded Platforms Village is another visitor highlight where companies can demonstrate their know-how. Visitors can also expand their technical knowledge within the scope of the conference and forum program.

The Embedded Platforms Conference
Hardware and software developers, product managers and development managers agree: The Embedded Platforms Conference is a communications platform that revolves around components, tools and software. It takes place at the Press Center East during the fair, i.e. on November 9 and 10. Participants at this year's conference will exchange information on four key topics: The first day of the conference focuses on "IoT and Security" and "Microcontrollers and

Peripherals." In a presentation titled "A Holistic Approach for Securing Embedded Devices," Andre Schmitz (Green Hills Software) will use recent examples to show what a secure software architecture can look like. For the Embedded Control sector, Keith Curtis (Microchip Technology) will present the latest alternative to DSPs and analog solutions in a presentation titled "Core Independent Peripherals Super-Charge 8-bit Microcontrollers. On the second day of the conference, participants will discuss the "Power and Sensors" and "Embedded Communication" sectors. "Wireless charging: Cutting the last cord" is the topic of a presentation by John Leonhard (Nordic Semiconductor ASA). He will introduce various new ways to charge batteries for mobile devices such as smartphones and laptops wirelessly. Laurent Dardé (NXP Semiconductors Germany) will make a presentation titled "Combining the power of NFC and BLE" in which he introduces an exciting application for combining the two technologies, i.e. a new generation of hotel key-cards.

The conference schedule is available online. The Embedded Platforms Conference is supported by Texas Instruments, Infineon Technologies and e2v.

Embedded Forum: New developments for embedded systems

From chips and components to tools and software to circuit boards and modules for various applications: The electronica Embedded Forum will present a diverse range of technologies, trends and product innovations that pertain to the latest issues and challenges. The focus of this year's presentations will include IoT, industrial electronics and automation. The event primarily addresses designers, technical specialists and technical managers.

The Embedded Forums schedule is available online in the electronica event database.

Cutting-edge technologies in the exhibition area of the trade fair

The innovations of industry will not just be showcased in the conference and the forum – exhibitors will also present a number of new solutions. One of them will be congatec, which will demonstrate the integration of radio technologies based on the latest embedded module standards. The company will present the IoT gateway module based on the brand-new embedded form factor standard SMARC 2.0. The module provides flexible wireless connectivity directly onboard

to integrate antennas and every type of radio standard. congatec's first high-end SMARC module integrates Wi-Fi and Bluetooth. Exemplary system configurations to set up smart IoT gateways and embedded edge/fog servers in outdoor areas will also be shown for these computer-on-modules. Application areas will include smart cities, smart grids and many other IoT applications into which radio technologies have been integrated. At electronica, congatec will present implementation options for a wide range of protocols.

Photographic material for electronica is available online in the Media Database.

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

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 Veranstaltungscenter 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.