

Presseinformationen

March 2009

Closing report embedded world 2009 Exhibition&Conference delivers an outstanding performance

- 704 exhibitors meet 15,850 visitors from all over the world
- Consistently positive mood among exhibitors and visitors

The world's biggest exhibition for embedded technologies took place in Nürnberg for the seventh time from 3-5 March 2009 and was a great success again. Despite the currently difficult economic situation, embedded world delivered an outstanding performance and again confirmed its vital importance for the international embedded community. 704 exhibitors (+4 per cent) from all over the world presented the whole spectrum of embedded systems in Nürnberg: hardware, software, tools and services. The biggest embedded event also increased in space again and grew by over 5 per cent.

"We are very satisfied with embedded world 2009. The growth of exhibitors and space and the 15,850 qualified visitors – the second largest attendance in the history of embedded world – clearly show that the worldwide embedded community completely relies on embedded world, where it feels at home. This was impressively confirmed by exhibitors and trade visitors," explains Alexander Mattausch, Exhibition Director. The international share of visitors was also 23 per cent this year. The two conferences, the embedded world Conference and the electronic displays Conference, were equally successful and were attended by a total of over 1,020 embedded specialists and speakers from 35 countries. "The large number of visitors clearly shows the great innovative power of this industry, which draws its power from the knowledge and ideas of its engineers. These develop the principles for all the devices we are surrounded by now and in the future. This complex task requires intensive communication between the developers themselves. At embedded world in Nürnberg they find optimum conditions for exchanging views, training and developing creative ideas in discussions with each other. This distinguishes embedded world from other exhibitions. It is a real working exhibition," said Professor Dr.-Ing. Matthias Sturm, Chairman of the Exhibition Committee and Conference Director, on the last day of the exhibition.

Exhibitors very satisfied with their embedded world 2009

How impressive the event was and the high quality of the visitors are aptly described by Bernd Koppermann, Managing Director ADKOM Elektronik: "This is our first time at the exhibition and conference and our expectations are more than fulfilled. Many visitors approached us with specific technical questions, which resulted in a whole series of project ideas. This very intensive dialogue between exhibitors and visitors is unique on the German exhibition scene. We will be there again at next year's embedded world." Exhibitors who have presented their products at embedded world for a long time are also very satisfied with the exhibition, including Andreas Pabinger, VP EMEA Operations at Wind River Systems: "embedded world is our regular exhibition and the most important forum for the international embedded market. I am really very satisfied with the course of the event; we have reached our target visitors and the result of embedded world was thoroughly positive." The critical overall economic situation throughout the world has little effect on the embedded sector: "This year's exhibition was outstanding and offers a sound infrastructure," says Michael Skorzec, OEM Sales Manager at ARM. "Irrespective of the economic situation, a positive atmosphere was created in which we could show our latest innovation to the many visitors on our stand. The embedded world show is a major part of our marketing plan." Thomas Bauch, Managing Director at pls Programmierbare Logik & Systeme and sponsor of the university AWARD, also confirms the success of the exhibition: "Our fears that the difficult economic situation outside could adversely affect the exhibition have not been confirmed. We are very satisfied with embedded world and with the large number of visitors on our stand. The right people came and there was a good mix of new and existing customers. We welcomed a whole series of international embedded specialists to our stand again this year. pls will certainly exhibit again in Nürnberg in 2010." The fact that embedded world is the right platform for approaching and gaining customers is confirmed by Dr.-Ing. Günter Uhlrich, Managing Director ABS Gesellschaft für Automatisierung, Bildverarbeitung und Software: "We are one of those companies which look ahead with no fear of the future. Here at embedded world we make many new contacts and cultivate our existing customers in the digital camera systems and signal processing sectors. I think it is the best event in its segment." Spoerle also presents exclusively new products this year. "We are extremely satisfied with the results of exhibiting. At embedded world 2009 we have introduced a new concept for embedded development, the Embedded Platform Concept, which we have intensively prepared since the beginning of last year. The exhibition acted as our platform for the official launch and public announcement. The concept helps our customers to appreciably cut their development costs and time. The great interest of the visitors has confirmed that the choice of the exhibition as the launching platform for the concept was right," says Patrick Delmer, Line Development Group Manager at Spoerle. "I am very satisfied with the number of visitors and the talks. The visitors were particularly interested in products such as our new ARM Cortex M3 architecture for industry and household appliance controls, which we present here exclusively for the European market," says a delighted Andreas Kohl, Senior Manager ASSP Product Application, TOSHIBA ELECTRONICS Europe.

Concentrated knowledge

The embedded world Conference in 2009 again proved that it is the knowledge pool for the embedded community. The international share of the conference held completely in English was over 60 per cent again this year. This is also confirmed by the speakers such as Dr. David Kalinsky: "I am impressed at how international the conference actually is. The international participants are clearly in the majority in my classes. Moreover, the entire international embedded community is present in Nürnberg during these days. I even met American acquaintances from the industry in the underground on the way to the exhibition site." The impressive keynote on the first day of the conference already showed the high standard of the conference. It called upon the engineers to handle engineering and innovations responsibly. "The embedded world Conference is far and away the highlight for the international developer scene every year. The new concept initiated last year with classes and sessions has definitely established itself, which was also confirmed by the feedback from the participants," explains Prof. Dr.-Ing. Matthias Sturm.

The quality and uniqueness of the conference are backed by renowned experts of worldwide recognition, such as Dr. David Kalinsky, Dr. Bruce Powell-Douglas, Prof. Nicholas McGuire, Prof. Christof Paar or Olaf Winne, who with their specialist knowledge made the embedded world Conference the highlight of the scene once again.

International and pioneering electronic displays Conference

The electronic displays Conference took place parallel to embedded world on the second and third day of the exhibition. Over 200 display specialists and speakers came to Nürnberg for a comprehensive update on current developments in professional display technologies, applications and drives. This year's focus was on issues such as OLEDs and touch screens. "I am thoroughly satisfied with the electronic displays

Conference. It was also apparent this year that the group of international participants has grown again. This emphasizes the great importance of the electronic displays Conference for the industry. The electronic displays Area in hall 9 was equally well attended and successful," says a delighted Prof. Dr. Karlheinz Blankenbach of Pforzheim University of Applied Sciences, Chairman of the Conference Committee of the electronic displays Conference. This year, the Student Paper Award sponsored by Bosch, which was presented for the first time in 2008, went to Dipl.-Ing. Ferdinand Seitz of Heilbronn University for his paper on Electrowetting Display.

Prize-winning innovations

The embedded and university AWARDS are traditionally presented during the opening of embedded world. These recognized and coveted awards in the industry were presented in the categories of hardware, software and tools.

The winners of the embedded AWARD 2009 are: Texas Instruments with MSP430F5xx Generation Technology Leadership Performance in Ultra-Low-Power Space (Hardware category), Coverity Inc. with Next Generation of Static Source Analysis (Software category), and Express Logic's BenchX™, Eclipse-based IDE for embedded development (Tools category).

The winner of the university AWARD 2009 is Joachim Blank from the University of Ulm with his design and Matlab simulation of an acoustic modem for underwater communication. The master's thesis submitted deals with the development of an acoustic modem, i.e. a data format converter for the transmission of information in water. As water can transmit sound excellently and over very large distances, there is always the risk that communication transmission can suffer interference from many other sound sources, even those a long way away.

The film of embedded world 2009

Anyone wanting to experience the super atmosphere at the embedded world 2009 Exhibition&Conference again can view a current film clip of exhibition activities at www.embedded-world.de.

The embedded world 2010 Exhibition&Conference takes place in the Exhibition Centre Nuremberg from 2-4 March 2010.

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