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Exhibition&Conference

NUREMBERG, GERMANY

10 – 12.3.2026

EXHIBITION GUIDE

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- > Driving Innovations with RISC-V®
- > Enabling Safety in a Software-Defined World
- > Mastering High-Performance Computing-Chips



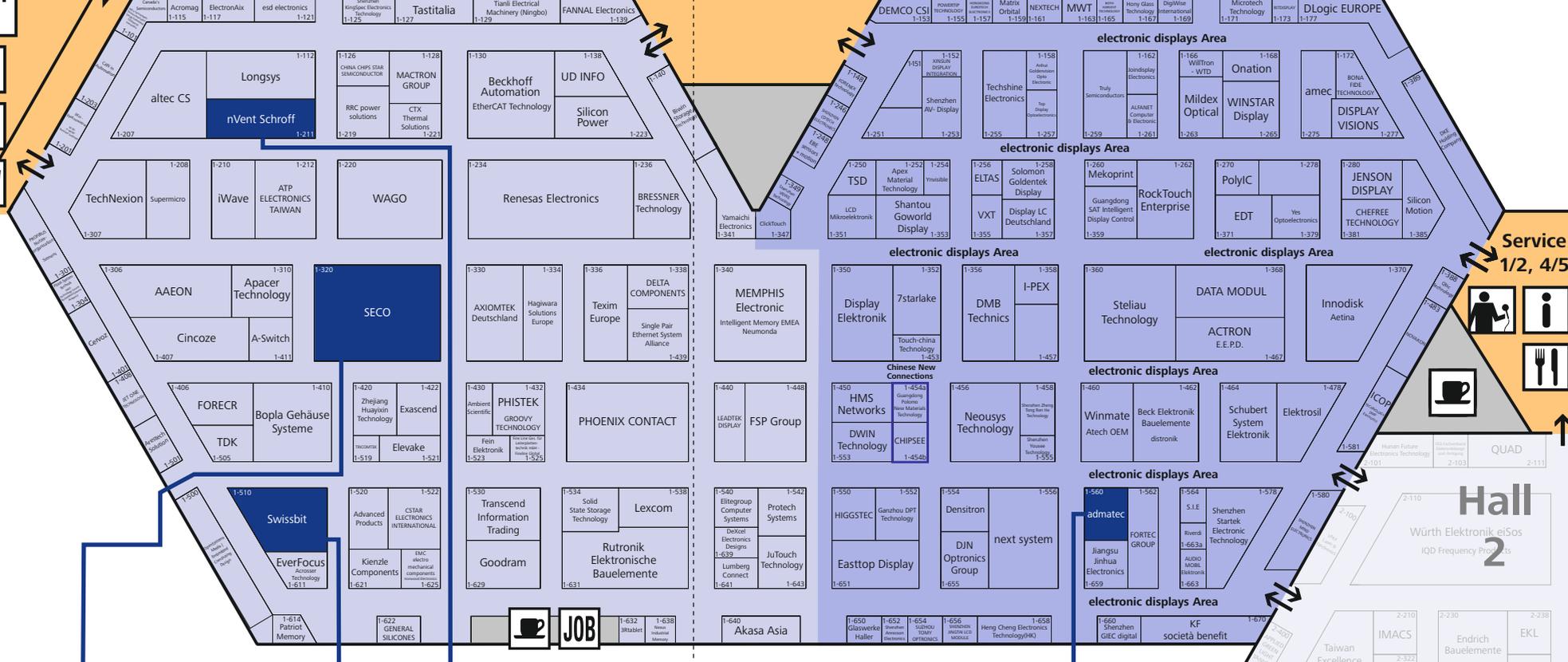
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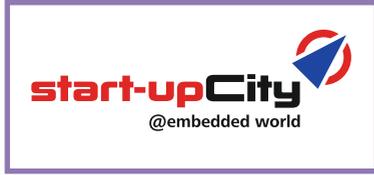
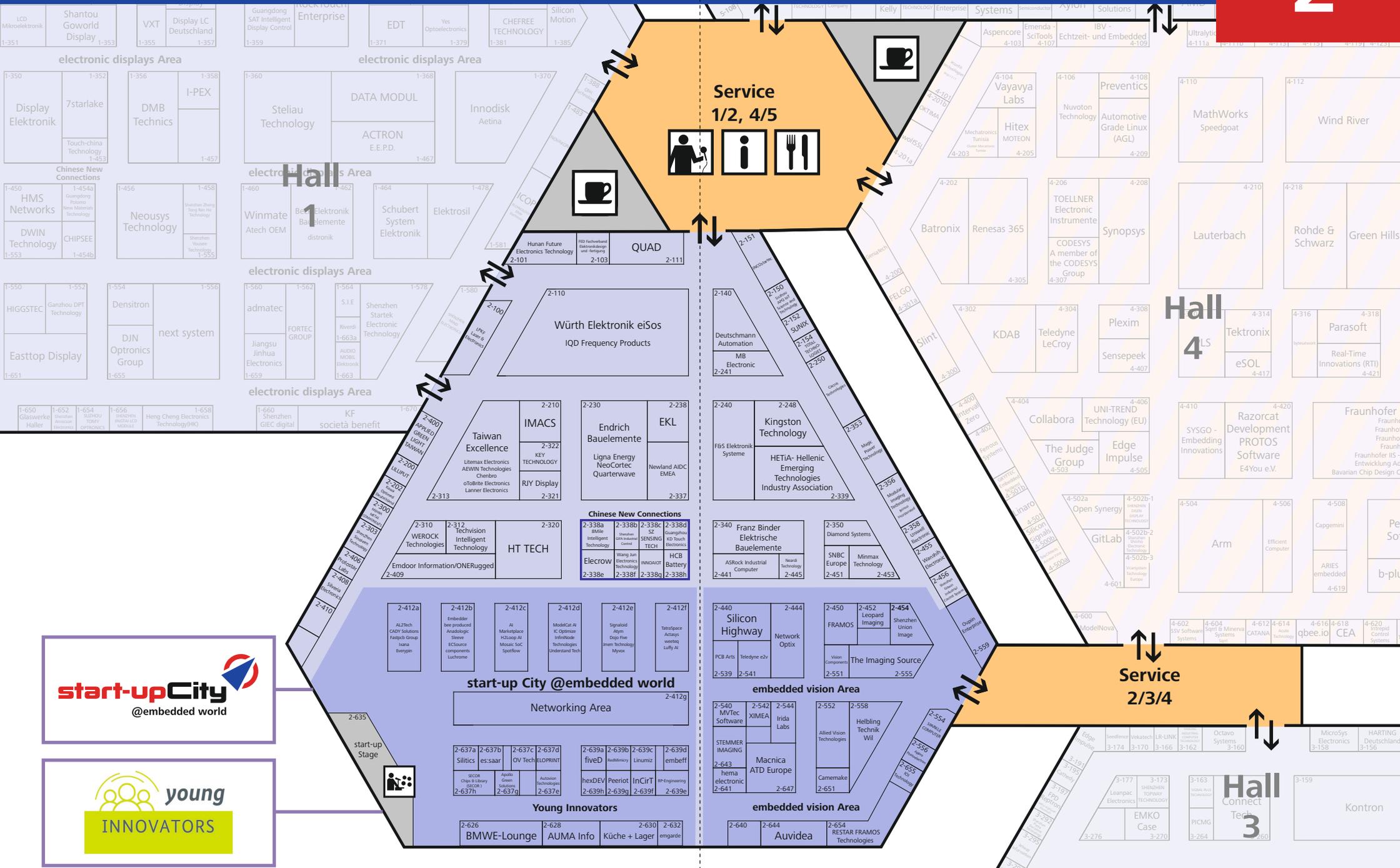


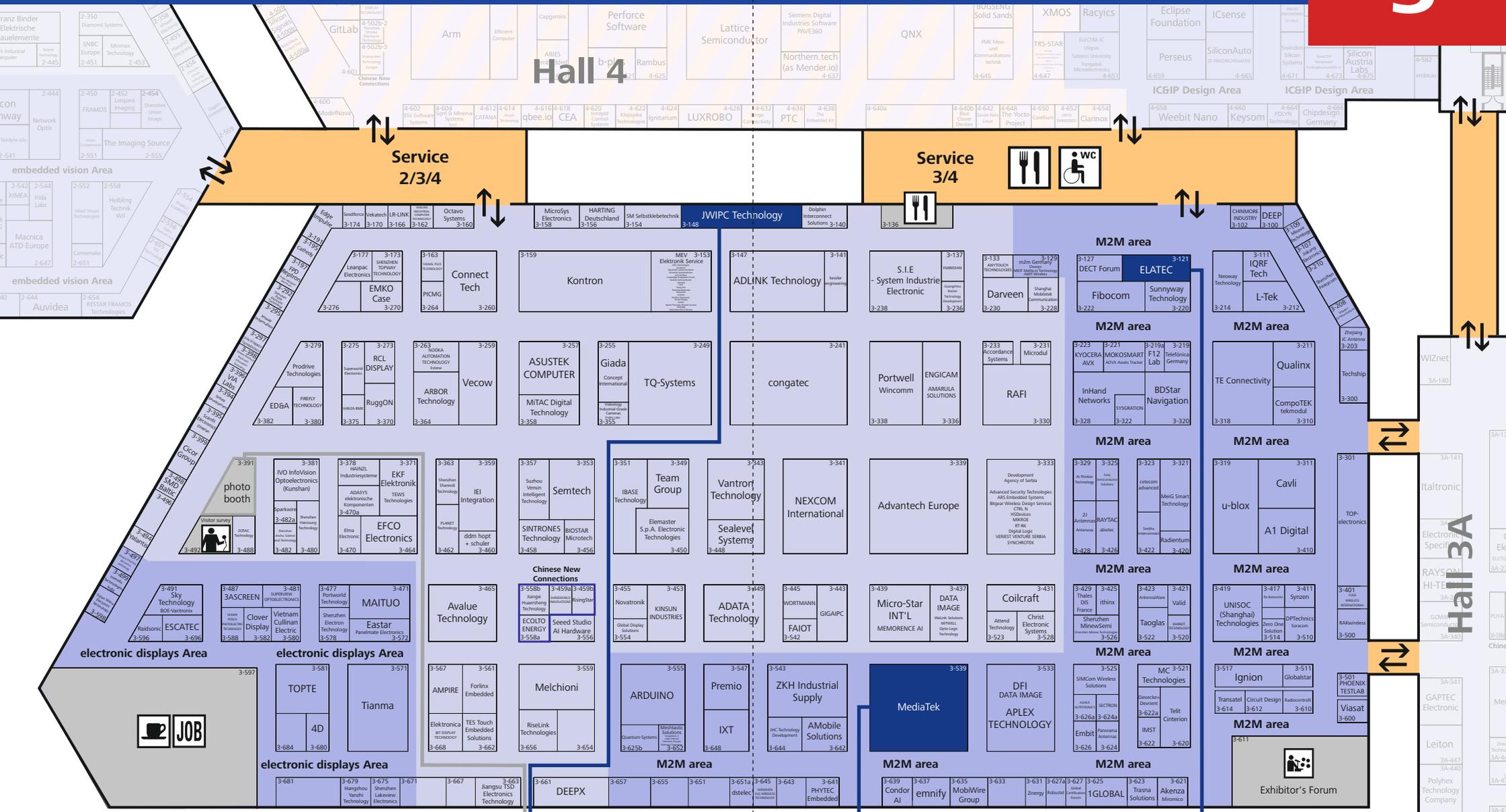
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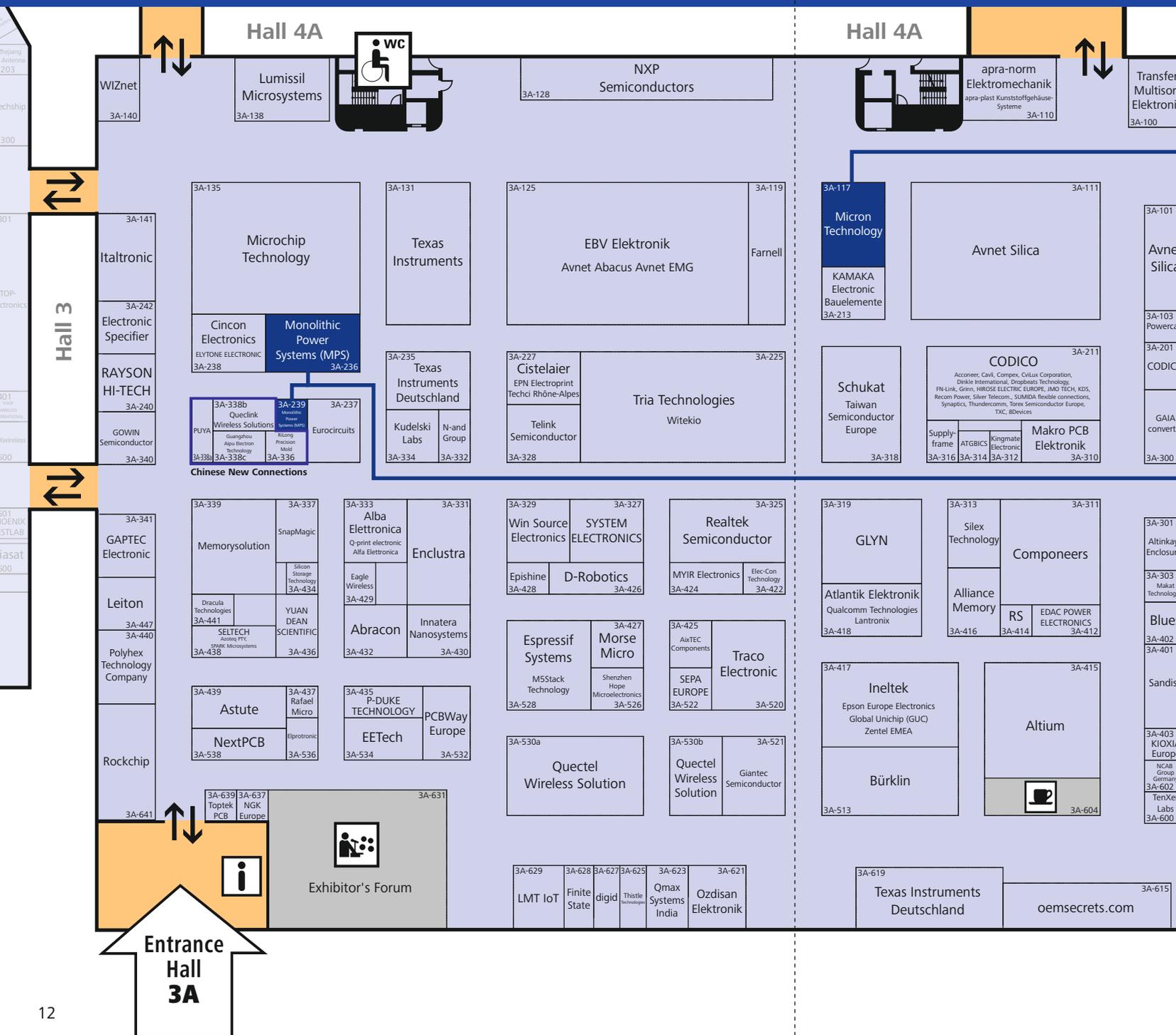


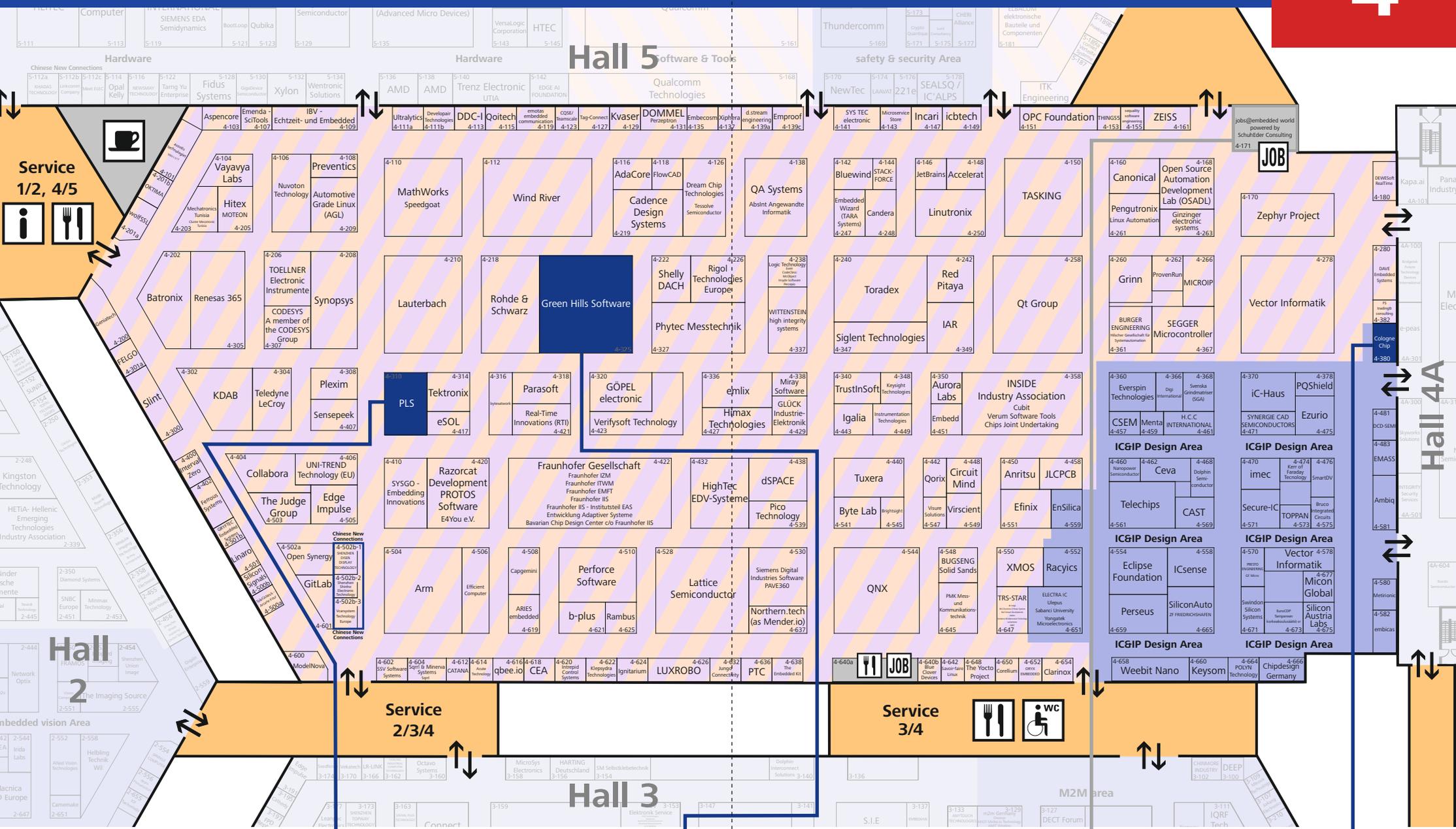
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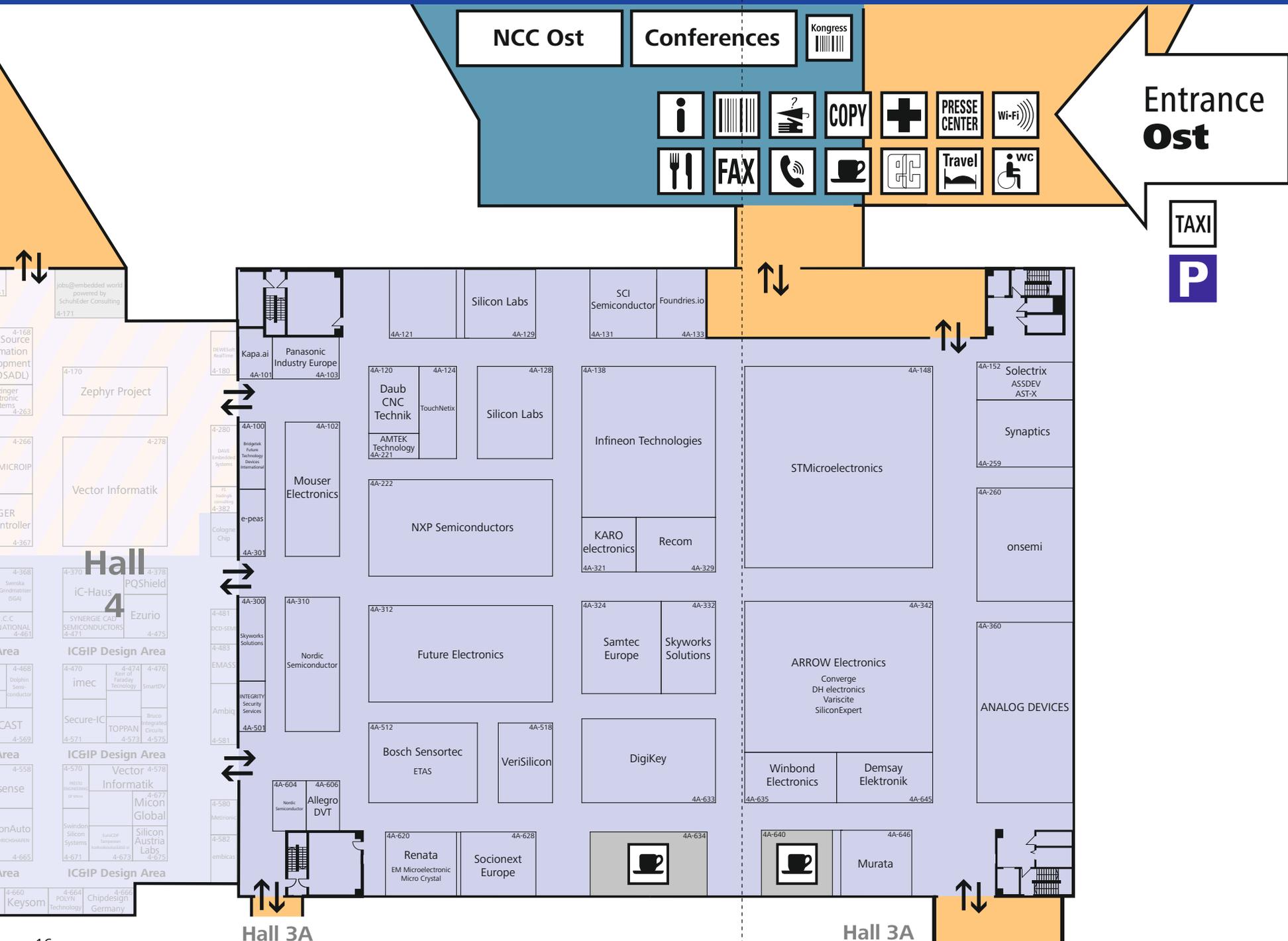
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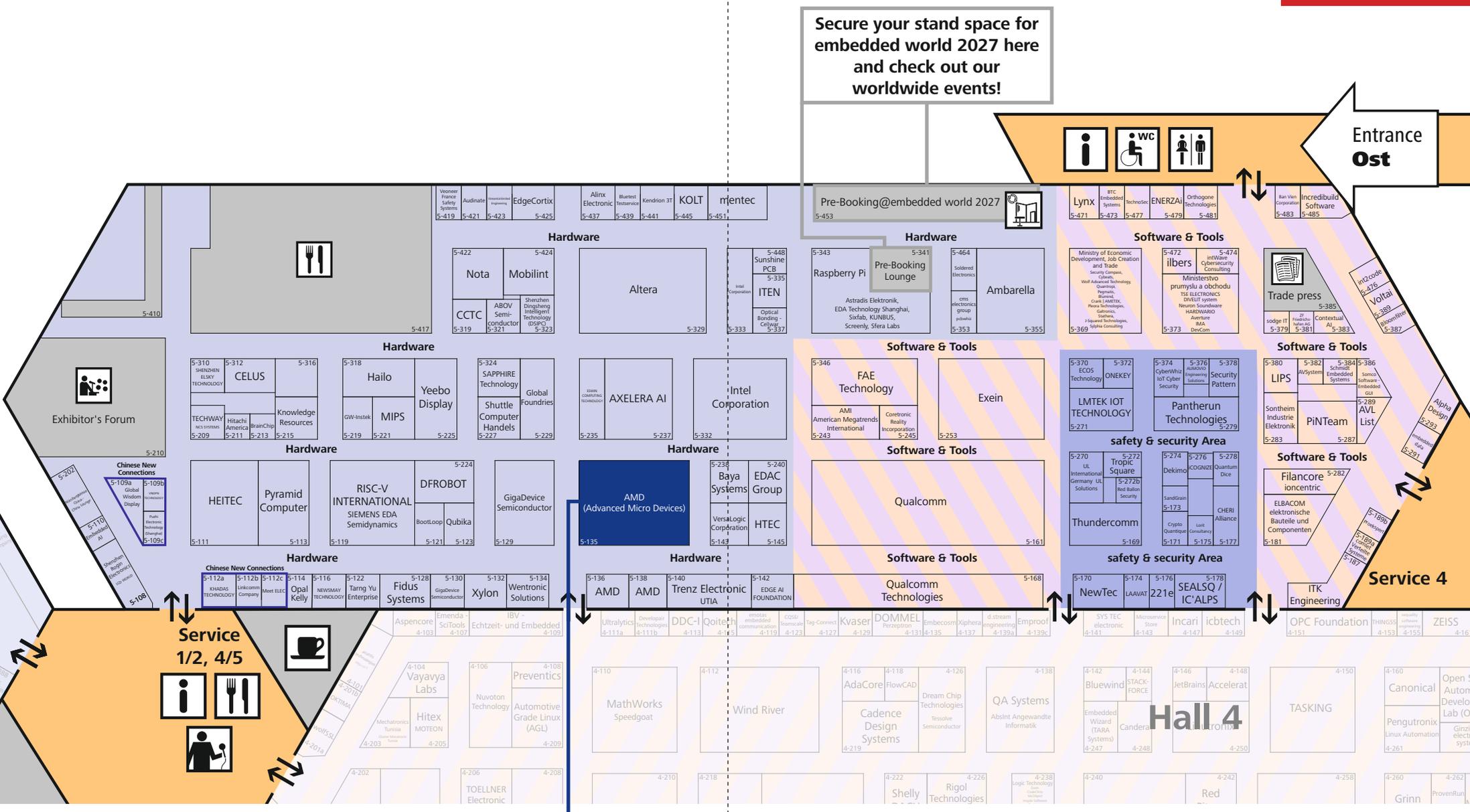






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Entrance Ost



Tuesday, 10.3.2026 | Exhibitor's Forum, Hall 3 | Stand 3-611

13:30 –
14:30**c-level@embedded world**

embedded world Exhibition&Conference is the world's largest event on the topic as well as the meeting point for the global community, from deeply technical developers to industry leaders. In the expert panel "c-level@embedded-world", we will have top-level technology managers from leading companies discussing general trends, overarching challenges and looming opportunities of the embedded world. Join us for an intense discussion with today's thought leaders!

Participants:

- **Kirk Saban**, Corp. VP Embedded Products, Software & Solutions, Advanced Micro Devices (AMD)
- **Joe Fabbre**, Vice President Global Technology, Green Hills Software
- **Esam Elashmawi**, Chief Strategy and Marketing Officer, Lattice Semiconductor
- **Vijay Rentala**, Technical Fellow and CTO, onsemi

Host: **Prof. Dr.-Ing. Axel Sikora**, Offenburg University, Germany / Chairman of the embedded world Conference

Wednesday, 11.3.2026 | Exhibitor's Forum, Hall 3 | Stand 3-611

13:30 –
14:30**Navigating the EU Cyber Resilience Act: From Policy to Practice**

The EU's Cyber Resilience Act (CRA) is a major regulatory shift for manufacturers of products with digital elements, especially those in the embedded devices and components sectors. This panel will delve into the CRA's practical impact, moving from the legislative text to the tangible challenges facing the industry. Our expert panelists from legislation, standards, and industry will provide a comprehensive look at the CRA's key obligations, including vulnerability handling, creation of a Software Bill of Materials (SBOM), and the requirements needed to obtain CE marking. We'll address the most pressing hurdles for companies, such as the financial costs of revamping development processes, the complexities of ensuring compliance across a fragmented global supply chain, and the struggle to balance rapid innovation with strict security requirements. This panel is crucial for anyone involved in the creation or distribution of connected devices in the EU single market, providing a roadmap to navigate this new landscape and build a more resilient digital future.

Participants:

- **Tommaso Bernabò**, EU Commission - DG CONNECT
- **Anna Schwendicke**, BSI - The Federal Office for Information Security (Germany)
- **Uwe Rüdtenklau**, CENELEC Technical Committee TC47X

Host: **Preeti Ohri Khemani**, Senior Director CSS SRI, Infineon Technologies

Wednesday, 11.3.2026 | Exhibitor's Forum, Hall 5 | Stand 5-210

11:30 –
12:30**Is RISC-V Ready for Automotive? Is Automotive Ready for RISC-V?**

The RISC-V ISA has been rapidly gaining momentum, having resulted in processor shipments of nearly 2.5 billion RISC-V cores per year. As an open standard, its modularity and flexibility enable domain specific processors, accelerators, chiplets, and SoCs to be developed directly for the target application. However, the automotive market demands much more in terms of technical and ecosystem maturity. Is RISC-V ready to meet those requirements? Automotive SoC architectures are currently in a state of flux, due to the end of life of old processor architectures, ECU consolidation, expanding infotainment use cases, AV/ADAS requirements including AI and V2X communications, and security requirements. Is the automotive industry ready to embrace RISC-V which is gaining traction because of its ability to satisfy technical requirements for all the use cases? This panel session brings together processor IP vendors, ecosystem providers, and SoC developers to discuss current status, roadmap, obstacles, next steps for RISC-V and automotive.

Participants:

- **Ozgur Ozkurt**, CTO, Quintauris
- **Thomas Schneid**, Senior Director Software, Partnership & Ecosystem Management, Infineon Technologies
- **Richard York**, Dir. Prod. Mktg., Automotive and Embedded, SiFive
- **Henrique Mendes**, Product Engineer, Tessent Embedded Analytics, Siemens EDA
- **Josef Nöbauer**, Senior Director Software Development, Vector

Host: **Andrea Gallo**, CEO, RISC-V International

Thursday, 12.3.2026 | Exhibitor's Forum, Hall 5 | Stand 5-210

11:30 –
12:30**Emerging Cybersecurity Strategies for Software-Defined Vehicles: From Hardware Roots to AI Intrusion Detection**

Due to their intricate design, multiple connected systems, autonomous capabilities, and cloud-based features, modern software-defined vehicles offer an extensive attack surface with multiple entry points, requiring innovative advanced, multi-layered cybersecurity solutions for protection. The panel examines contemporary security approaches for SDVs like hardware root-of-trust systems, secure boot protocols, and AI-powered intrusion detection systems – and discusses methods to protect over-the-air updates, manage supply chain risks, secure V2X communication, and safeguard sensor systems against adversarial AI attacks. Three essential security aspects are covered, which include secure lifecycle management, zero-day vulnerability resistance, and AI-based continuous monitoring analytics. The panel will present examples of cyber incidents in the automotive sector to demonstrate the importance of developing preventive security measures, demonstrate how regulatory standards evolve, and demonstrate the necessary steps for companies to establish secure software-defined mobility systems and develop best practices for development.

Participants:

- **Suraj Gajendra**, VP Products & Software Solutions Automotive, ARM
- **Hitesh Garg**, VP and Country Manager, NXP India
- **Amir Mahdi Namazi**, Solution Manager Technical, Aumovio
- **Ashish Sethi**, Director PAVE360, Siemens Digital Industries Software
- **Dirk Slama**, VP Partner Ecosystems, Bosch

Host: **Nicholas Glewicz**, Vice President, Judge Group

Thursday, 12.3.2026 | Exhibitor's Forum, Hall 3 | Stand 3-611

13:30 –
14:30

Embedded Vision on the Rise: How New Hardware Design and Physical AI are Pushing Boundaries

Embedded vision (EV) is entering a new era — with powerful chip architectures, accelerating AI at the edge, and a wave of innovation that is reshaping robotics, automation, and intelligent devices. The panel discussion will explore how GPUs, NPUs, and next-generation hardware are transforming real-time perception in the field. From ultra-efficient edge processing to “physical AI,” we will dive into the design trade-offs behind power efficiency, footprint, and performance. With compute capacities exploding, do cameras and sensors become secondary, or does hardware matter more than ever? How can companies meet the performance demands of modern EV applications while staying cost-effective and future-ready? We'll examine how AI-driven EV is accelerating progress across many industries. The panel will also look into new applications and discuss the biggest hurdles as well as the breakthroughs expected in the coming years. Join us for an insightful conversation about the rapidly evolving embedded vision landscape—and how the convergence of hardware innovation and physical AI is opening the door to the next generation of intelligent machines.

Participants:

- **John Healy**, VP GM Industrial and Robotics Division, Intel
- **Dr. Olaf Munkelt**, CEO, MVTec Software
- **Dr. Frederik Schönebeck**, Director Product & Technology, FRAMOS
- **Henning Tiarks**, Chief Product Officer, Allied Vision

Host: **Anne Wendel**, VDMA Robotics + Automation

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Winmate	1-460
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Wisechip Semiconductor	3-153
Witekio	3A-225

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WIZnet	3A-140
Wolf Advanced Technology	5-369
wolfSSL	4-201a
WORTMANN	3-445
Würth Elektronik eiSos	2-110
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YUAN DEAN SCIENTIFIC	3A-436
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Zentel EMEA	3A-417
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Zhejiang Huayixin Technology	1-420
Zinergy	3-631
ZKH Industrial Supply	3-543
ZOTAC Technology	3-488

No responsibility accepted for errors.
Subject to change.
Date: 16.1.2026

embedded world on Instagram and LinkedIn

Our community wants to see your embedded world experiences up close! Share your best moments and impressions with us, tag us in your pictures, and use the official hashtags #embeddedworld and #ew26.

On our channels we share exciting insights for all our customers.

Be part of our global community and dive into the fascinating world of embedded technologies!

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We love #ew26, we love our community.



Notes



PRE-BOOKING 2027

IN HALL 5, BOOTH 5-453

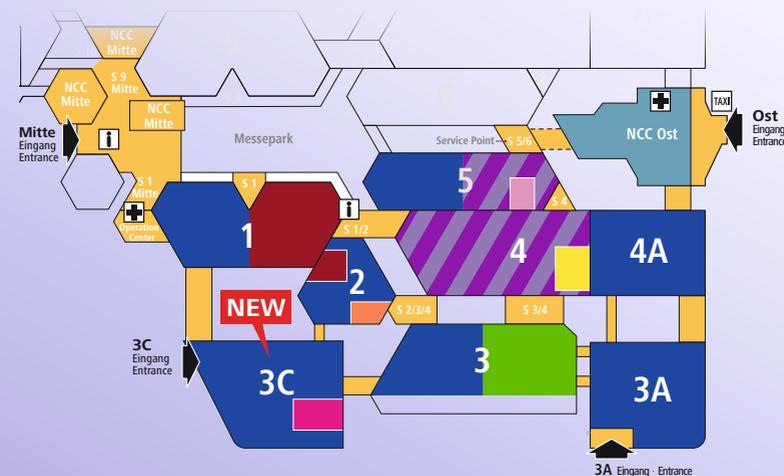
Visit us at the Pre-Booking Lounge and secure your stand space for embedded world 2027!

For all new exhibitors:

On Thursday, March 12, you can choose a stand directly from the current floor plans.

For all exhibitors of embedded world 2026:

You can book the stand space suggested and pre-reserved for you until Wednesday, March 11. On Thursday, March 12, you will find all alternative stand spaces in the Pre-Booking Lounge.



Hall layout embedded world 2027



JOBS@EMBEDDED WORLD

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Hall 4
Booth 4-210

You are also welcome to stop by jobs@embedded world in the catering areas of halls 1, 3 and 4 (the exact locations can be found on page 40) where you will find all job offers at a glance.

JOB-LOUNGE@EMBEDDED WORLD powered by SchuhEder CONSULTING

SchuhEder Consulting has been connecting first-class specialists, managers and pioneering companies in the electronics industry for over 25 years. We support value-oriented electronics groups as well as innovative and solid medium-sized companies in filling (top) management and expert positions and offer you a sparring partner who speaks your language and understands your goals.

As an official career partner, we will be available for exhibitors and visitors in the job lounge in Hall 4, 4-171 to answer all career-related questions!



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NOMINEES

Category Artificial intelligence:

7Starlake Co., Ltd.
Product: Counter-UAV System:
Next-Generation Drone
Defense for Military and
High-Security Environments

Ambiq
Product:
Ambiq HeliaAOT

Ceva
Product:
Ceva-NeuPro-Nano

Category Electronic Displays:

LCD Mikroelektronik GmbH
Product: Adaptive
E-Paper Driving

next system Vertriebsges.m.b.H.
Product: HAPTIC-FORCE TOUCH
ACTUATOR

PolylC GmbH & Co.KG
Product: Static Displays with
Touchscreen Panels

Category Embedded Vision:

Cervoz Technology Co., Ltd.
Product: CAN FD Expansion
Cards(MEC-CAN-2F14i) for Compact
Embedded Vision Systems

Memorence AI
Product: Memorence Operagents

STMicroelectronics
Product: Vision, Decision, Motion –
ST product chain in humanoid robot

Category Hardware:

ioncentric GmbH
(together with Filancore GmbH)
Product: eiscube & ioneis cloud

NXP Semiconductors
Product: S32N7 Super-Integration
Processor Series for
Software-Defined Vehicles

Synzen Precision Technology Ltd
Product: FERRAD – Modular Antenna
System with Tuning Element and
Housing Based Radiation

Category Safety & Security:

Exein SpA
Product: Exein Analyzer

Hitex GmbH
Product: Hitex SafeTpal – Safety
and Security Suite for AURIX™

Team Group Inc.
Product: TEAMGROUP INDUSTRIAL
U512T Write-Protection USB Drive

Category SoC / IP / IC Design:

Bosch Sensortec GmbH
Product: BMI560 as part of the
BMI5 motion sensor platform

Synaptics
Product:
Synaptics Astra™
SL2610

ZF Friedrichshafen AG
Product: ZF and SiliconAuto unlock
I/O Interface Chip for
Automotive HPCs

Category Software:

McObject LLC
Product: eXtremeDB/rt

STMicroelectronics
Product: FP-IND-MCAI1

Vector Informatik GmbH
Product: Alloy Kore – Foundational
Vehicle Software Platform

Category Startup:

Embedder Tech Inc.
Product: Embedder

Peeriot GmbH
Product: „Myrmic“ und
„EdgeVance“

Sqrrl
Product:
M8 operating system

Category Tools:

Ambiq
Product: Ambiq HeliaAOT

LUXROBO
Product: MODI Factory

Parasoft
Product: C/C++-test CT

Where to find the nominees:

7Starlake Co., Ltd.
Artificial intelligence, 1-352

Ambiq
Artificial intelligence &
Tools, 4-581

Ceva
Artificial intelligence, 4-462

LCD Mikroelektronik GmbH
Electronic Displays, 1-351

next system
Vertriebsges.m.b.H.
Electronic Displays, 1-556

PolylC GmbH & Co.KG
Electronic Displays, 1-270

Cervoz Technology
Co., Ltd.
Embedded Vision, 1-401

Memorence AI
Embedded Vision, 3-439

STMicroelectronics
Embedded Vision &
Software, 4A-148

ioncentric GmbH
(together with
Filancore GmbH)
Hardware, 5-282

NXP Semiconductors
Hardware, 4A-222

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Technology Ltd
Hardware, 3-411

Exein SpA
Safety & Security, 5-253

Hitex GmbH
Safety & Security, 4-205

Team Group Inc.
Safety & Security, 3-349

Bosch Sensortec GmbH
SoC / IP / IC Design, 4A-512

Synaptics
SoC / IP / IC Design, 4A-259

ZF Friedrichshafen AG
SoC / IP / IC Design, 4-665

McObject LLC
Software, 4-238

Vector Informatik GmbH
Software, 4-278

Embedder Tech Inc.
Startup, 2-412b

Peeriot GmbH
Startup, 2-639g



Get to know this
year's nominees



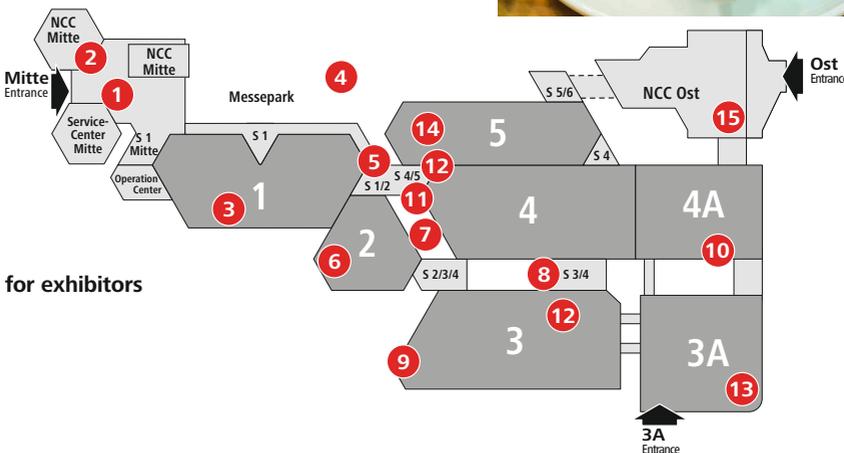
For the third time, the embedded community has the chance to vote for their favorite among all nominees of the embedded award 2026! The winner will be honored with the **community choice award**.



1. Simply scan the QR-Code
2. Give your favorite your vote
3. Keep your fingers crossed for your favorite

The voting will be closed during the official award ceremony on the first day of embedded world 2026.

- 1 Café Point Mitte**
Entrance
NCC Mitte
- 2 Restaurant Behaims**
NCC Mitte
reservation at greiner@lehrieder.de
- 3 Coffee Zone**
Hall 1, 1-630
- 4 Food Trucks**
Messepark between halls 1 and 9 as well as halls 5 and 6
- 5 Bistro**
Service 1/2
- 6 Café start-up City**
Hall 2, 2-412
- 7 Grill Zone**
between halls 2 and 4
- 8 Restaurant Süd-Ost**
Service 3/4
- 9 Beer garden**
Hall 3, 3-597
- 10 DigiCafé**
Hall 4A,
4A-634 + 4A-640
- 11 Restaurant Süd**
Service 4/5
- 12 Bistro**
Service 4/5
- 13 Coffee Zone**
Hall 3A, 3A-604
- 14 À la carte Restaurant**
Hall 5, 5-417
reservation at greiner@lehrieder.de
- 15 Café Point Ost**
Entrance
NCC Ost



Minimarket for exhibitors
Service 1

PLATFORM FOR INNOVATION NETWORKING AND INSPIRATION

Following the great success of last year, the start-up Area will once again transform into the "start-up City @embedded world 2026" – a vibrant hub for innovation and exchange!

Immerse yourself in a dynamic city structure brought to life by visionary start-ups showcasing their groundbreaking technologies as "residents." In the various "districts," reflecting the diverse sectors of the embedded industry, you can explore exciting insights and forward-thinking solutions.

At the heart of the city, the central Townhall Stage hosts inspiring keynotes and engaging start-up pitches, offering fresh perspectives and ideas. Building on the strong response from last year, this proven concept will once again create a platform for innovation, visibility, and interaction.

But that's just the beginning: our networking areas, designed as lively public squares, provide the perfect setting to connect directly with start-ups, established companies, and investors. Who knows what new opportunities and collaborations might arise?

Experience a unique and successful concept that sparks curiosity and invites you to become part of this vibrant ecosystem. Start-up City is more than just an exhibition – it's the beating heart of the event, where innovation meets community and the future of the embedded industry takes shape.

Join us again in 2026 and discover what makes start-up City so special! Take a closer look – you might just find your next big inspiration or the perfect business partner here.

International start-up City: Hall 2-412 a-f

Start-up Stage: Hall 2, 2-635

Start-up Presentations sponsored by:



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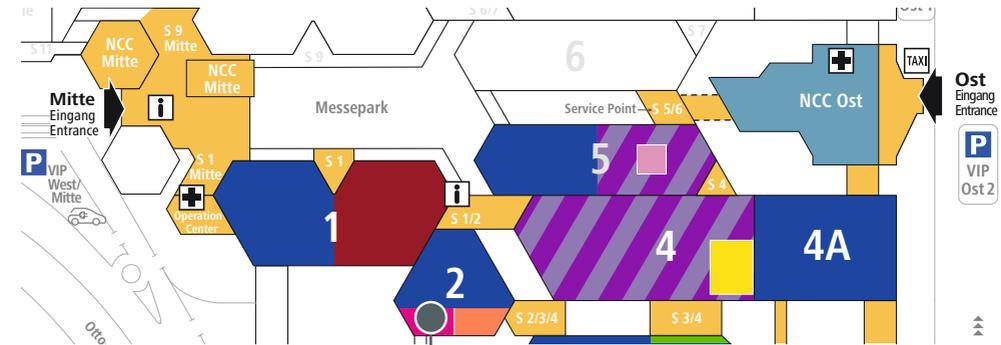




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embeff GmbH www.embeff.com	2-639d	Peeriot GmbH www.peeriot.io	2-639g
emgarde UG www.emgarde.de	2-632	RedMimicry GmbH www.redmimicry.com	2-639b
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fiveD GmbH www.fived.ai	2-639a	SECOR Chips & Library GmbH www.secor-cl.com	2-637h
hexDEV GmbH www.hexdev.de	2-639h	Silitics GmbH www.silitics.com	2-637a

Geländeübersicht | Exhibition site overview



Gemeinschaftsstand Young Innovators
Infostand auf Stand 2-628
Pavilion Young Innovators
Information desk on booth 2-628



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At the Student Day of the embedded world Exhibition&Conference on 12 March 2026, advanced students from engineering programmes relevant to embedded world gather together in Nuremberg.

Highly motivated, potential employees who all want just one thing: To get to know your company. That doesn't exist? See for yourself!

Some of the students take very long journeys to get to know our industry, to track down internships in the field of embedded system development and to find interesting work assignments in modern, innovative companies.

**Are you a student?
Then check out the exciting
programme of our Student Day:**



Student Day sponsored by



NürnbergMesse invites you to the Rotarian Fair Table

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The Rotarian Fair Table for all Rotarian exhibitors and visitors is scheduled for Wednesday, 11 March 2026, 12:30 – 14:00 in NCC Mitte, Restaurant Behaims.



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Tuesday, 10.3.2026

Tuesday, 10.3.2026

Time · Hall 2 · Stand 2-635

Time · Hall 3 · Stand 3-611

Session 1A, Start-up & Industry

10:00 – 10:15	Day 1 Kick-Off BayStartUP, Christoph Rommel
10:15 – 10:30	Industry Business Pitch mathworks
10:30 – 11:15	Pitch Session 1
11:15 – 11:30	Industry Expert Infineon, Stathis Zafiriadis
11:30 – 11:45	Start-up Story: investor or bootstrapping SQRRL/Minerva (IT), Marco Solieri
11:45 – 12:15	Industry – Expert NXP, Fabian Faul
12:15 – 12:45	Start-up & Industry cooperation five-D, Michael Stelzig, Rohde & Schwarz, Andreas Eggel
12:45 – 13:00	Start-up Innovation I embedd (UK), Michael Lazarenko
13:00 – 13:45	Lunch break
Session 2, Start-up & Industry	
14:00 – 14:30	Industry, business pitch Avnet Silica, Thomas Foj, Shaping the Future – Semiconductors, AI and Innovation
14:30 – 14:45	Start-up Success story DeepX (Amir Sherman)
14:45 – 15:45	Pitch Session 2
15:45 – 16:30	Networking
16:30 – 18:00	embedded award ceremony



9:40 – 10:00	Making AI Accessible to All Fabio Violante, Arduino, 3-555
10:00 – 10:30	Redefining what's possible in low-power GNSS for wearables, assets, and vehicle tracking Kevin Truempi, u-blox, 3-319
10:30 – 11:00	A Faster Runtime: Taking a Granular Approach to Optimizing Edge AI with Ambiq Adam Page, Ambiq, 1-310
11:00 – 11:30	PSOC™ Multi-Sense – Harnessing the Power of Infineon's CAPSENSE™ and Intuitive Sensing Vibheesh Bharathan, Infineon Technologies, 4A-138
11:30 – 12:00	Ten Frequently Asked Questions (and Answers) on the CRA Caren Kresse, Open Source Automation Development Lab (OSADL), 4-168
12:00 – 12:30	Adoption of Post Quantum Cryptography in Real-time Automotive Systems Bharath Raj Jayaram & Dr. Abhijit Ambekar, Infineon Technologies, 4A-138
12:30 – 13:30	Lunch break
13:30 – 14:30	Expert Panel c-level@embedded world Kirk Saban, Corp. VP Embedded Products, Software & Solutions, Advanced Micro Devices (AMD) Joe Fabbre, Vice President Global Technology, Green Hills Software Esam Elashmawi, Chief Strategy and Marketing Officer, Lattice Semiconductor Vijay Rentala, Technical Fellow and CTO, onsemi Host: Prof. Dr.-Ing. Axel Sikora, Offenburg University, Germany / Chairman of the embedded world Conference
14:30 – 15:00	Storage, empowering embedded AI growth Dr. Gibson Chen, Apacer Technology, 1-310
15:00 – 15:30	RFID Reader Integrated Directly into the Display: A Joint ELATEC and DATA MODUL Innovation Alfredo Neumann (ELATEC) & Dr. Ing. Diana Nanu (DATA MODUL), ELATEC, 3-121
15:30 – 16:00	Get ready for RISC-V – a digital customer journey towards SDV Thomas Schneid, Infineon Technologies, 4A-138
16:00 – 16:30	The EU Cyber Resilience Act and UN R155 regulations. Synergize your IoT cybersecurity Hari Vigneswaran, u-blox, 3-319
16:30 – 17:00	Strom, Wärme, Sicherheit: Leiterbahnen richtig dimensionieren – praxisnah & zuverlässig Albert Schweitzer, Fine Line, 1-525

Tuesday, 10.3.2026

Time · Hall 3A · Stand 3A-631

9:30 – 10:00	60GHz Radar featuring Ultra-Low Power Presence Sensing for battery driven IoT devices Chris Wengerter, Infineon Technologies, 4A-138
10:00 – 10:30	Beyond Autonomy: Memory Challenges for Humanoid Robotics in the Embodied AI Era Vincenzo Reina, Micron Technology, 3A-117
10:30 – 11:00	Einflüsse auf Board-to-Board-Verbindungen durch Kontakt design Maximilian Steller, Phoenix Contact, 1-434
11:00 – 11:30	Start the 48 V automotive revolution with a smart 8-channel MOSFET driver Francesco Pirozzi, STMicroelectronics, 4A-148
11:30 – 12:00	Boost your next STM32 designs with the next-gen analog solutions Hamza Bouaiba, STMicroelectronics, 4A-148
12:00 – 12:30	S32N7: Transforming Vehicles into Intelligent, AI-Powered Edge Devices Nicola Concer, NXP Semiconductors, 3A-128 & 4A-222
12:30 – 13:30	Lunch break
13:30 – 14:00	Low-power Arm Cortex-M33 MCUs: a new take with nRF54L Bluetooth LE SoCs Pawel Kanafek, Nordic Semiconductor, 4A-310
14:00 – 14:30	EU Cyber Resilience Act: Key updates and implications Thierry Crespo, STMicroelectronics, 4A-148
14:30 – 15:00	Enhanced security with secure storage on microcontrollers Marie Colineaux, STMicroelectronics, 4A-148
15:00 – 15:30	Future of Smart Home: Panasonic Industry's Vision to Democratize Matter Michael Hunold, Panasonic Industry Europe, 4A-103
15:30 – 16:00	Scaling Engineering Productivity with AI-in-a-Box: Secure, Customizable GenAI On-Premise Naama Bak, Understand Tech, 2-412d
16:00 – 16:30	Zigbee Direct: Simplifying IoT deployment with BLE connectivity Aniss Abdellaoui, STMicroelectronics, 4A-148
16:30 – 17:00	Simplifying Innovation. Creating a Seamless Start for Engineers with Infineon Technologies Raul Hernandez Arthur, Infineon Technologies, 4A-138
17:00 – 17:30	Beyond Silicon: A Practical CRA Conformance Blueprint with NXP Carlos Serratos, NXP Semiconductors, 3A-128 & 4A-222

Time · Hall 5 · Stand 5-210

9:30 – 10:00	First of a Kind Debut: Ultra High Ratio, Real Time Programmable Converter technology Udi Daon, Canada's Semiconductor Council, 1-101
10:00 – 10:30	Building your future Embedded product roadmap on RISC-V Siemens, Andes, Semidynamics & SiFive, RISC-V INTERNATIONAL, 5-119
10:30 – 11:00	Rethinking Embedded Systems Development to Architect High Reliability Chuck Brokish, Green Hills Software, 4-325

Tuesday, 10.3.2026

Time · Hall 5 · Stand 5-210

11:00 – 11:30	CRA compliance with Continuous Attestation and Runtime Data: A customer case history Steven King, Red Ballon Security, 5-272b
11:30 – 12:30	Scaling Intelligent Systems: Data Movement, Chiplets, and Software-Driven Architecture Nandan Nayampally, Baya Systems, 5-238
12:00 – 12:30	Engineering low-power AI: Silicon that saves lives Gajendra Singh & Abhishek Tomar (AjnaLens), Ambient Scientific Inc., 1-430
12:30 – 13:30	Lunch break
13:30 – 14:00	From RTOS to Linux: Navigating OS Options for the Intelligent Edge Michel Chabroux, Wind River, 4-112
14:00 – 14:30	Powering the Future of ADAS and Software-Defined Vehicles Together – Subaru and Infineon Eiji Shibata, Subaru & Peter Schäfer, Infineon Technologies, 4A-138
14:30 – 15:00	From Silos to Synergy: Enabling Manufacturing Excellence Through IT/OT Convergence Sandeep Modhvadia, Wind River, 4-112
15:00 – 15:30	Beyond the Hype: How Manufacturing Leaders Turn AI Experiments into Operational Excellence Ricky Watts, Intel Corporation, 5-332
15:30 – 16:00	Beyond Bandwidth: Exploring the Full Feature Set of PCI Express Jean-Frederic Gauvin, Dolphin Interconnect Solution, 3-140
16:00 – 16:30	The SGET Open Harmonized FPGA Module™ (oHFM) is Here! - Now What?!?! Matthew Burns, Samtec Europe, 4A-324
16:30 – 17:00	Scaling Physical AI through Reasoning: From Silicon to Skills Dr. Ahmed Sadek, Qualcomm, 5-161
17:00 – 17:30	Designing EU CRA-compliant solutions with SESIP-Certified Devices Iliia Stolov, Winbond, 4A-635

Wednesday, 11.3.2026

Time · Hall 2 · Stand 2-635

Session 3, Start-up & Investment

10:00 – 10:15	Day 2 Kick-Off BayStartUP, Carsten Rudolph
10:15 – 10:30	Investor – CVC Expert Pitch Bosch Venture Capital, Christoph Ferle
10:30 – 10:45	Investor Pitch Bayern Kapital (Mathias Matusek), HTGF (Olaf Joeressen)
10:45 – 11:30	Pitch Competiton (6 start-up pitches)
11:30 – 11:45	Start-up Innovation sandgrain, Rolf van Gent

Wednesday, 11.3.2026

Wednesday, 11.3.2026

Time · Hall 2 · Stand 2-635

Time · Hall 3 · Stand 3-611

11:45 – 12:00	Pitch competition – winner announcement BayStartUP, Carsten Rudolph
12:00 – 12:30	Investor – Panel Discussion BVC, HTGF, Bayern Kapital, BayStartUp
12:30 – 12:45	Industry Expert HTSB Industries (Urla Zähr)
12:45 – 13:00	Industry Expert arrow
13:00 – 13:15	Industry Expert Würth Elektronik eiSos, Alexander Gerfer
13:15 – 14:00	Lunch break
Session 4, Start-up Innovation	
14:00 – 14:15	Day 2 afternoon Kick-Off BayStartUP, Christoph Rommel
14:15 – 14:30	Industrie Business Pitch Altium, Carsten Kindler
14:30 – 15:15	Pitch Session 3 – Canadian start-ups
15:15 – 15:30	Industry & Start-up cooperation Infineon, Stathis Zafiriadis + start-up
15:30 – 15:45	Industry - Expert NXP, Fabian Faul
15:45 – 16:00	Industrie Business Pitch Ecos Technology, Gerald Richter
16:00 – 16:45	Pitch Session 4
16:45 – 17:00	Industry start-up cooperation
17:00 – 17:30	Panel talk semiconductor industry
17:30 – 18:00	Networking

10:30 – 11:00	ShellyX - easy and powerful platform for your smart product Boris Chervenkov, Shelly DACH, 4-222
11:00 – 11:30	Cross-Debugging of virtual Prototypes with UDE® Jens Braunes, PLS Programmierbare Logik & Systeme, 4-310
11:30 – 12:00	Using the Linux tracing infrastructure and eBPF for latency analysis Jan Altenberg, Open Source Automation Development Lab (OSADL), 4-168
12:00 – 12:30	Semiconductors as foundation of Humanoid Robots Nenad Belancic, Infineon Technologies, 4A-138
12:30 – 13:30	Lunch break
13:30 – 14:30	Expert Panel Navigating the EU Cyber Resilience Act: From Policy to Practice Tommaso Bernabò, EU Commission - DG CONNECT Anna Schwendicke, BSI - The Federal Office for Information Security (Germany) Uwe Rüdtenklau, CENELEC Technical Committee TC47X Host: Preeti Ohri Khemani, Senior Director CSS SRI, Infineon Technologies
14:30 – 15:00	AI Agent-Driven Simulation using Natural Language Interaction with vECUs James Hui, Wind River, 4-112
15:00 – 15:30	RFID Reader Integrated Directly into the Display: A Joint ELATEC and DATA MODUL Innovation Alfredo Neumann (ELATEC) & Dr. Ing. Diana Nanu (DATA MODUL), ELATEC, 3-121
15:30 – 16:00	What makes Infineon Automotive MCUs the right solution for Humanoids Lassad Ben Cheikh & Paul Walsh, Infineon Technologies, 4A-138
16:00 – 16:55	IMC Conference Program at embedded world 2026 Workshop: The CRA is Coming! & Panel: SGP.32: the eSIM Takes Over the World Peter Gaspar, Head of Solution Architecture – Vertical Market Solutions, A1 Digital Cyril Proye, IoT Marketing Segment, Thales Marc Sauter, Head of Product Management & Marketing, Vodafone IoT Moderator: Fred Yentz, CEO, IoT Launch Analysts estimate that 70% of all wireless devices will soon be “eSIM-only/first”, marking an inflection point for the IoT sector. eSIMs eliminate the need for manual SIM-swapping, country-specific SKUs, and carrier-specific provisioning, all while significantly enhancing security. SGP.32 sets the basic spec, SGP.41 will enable consumer platform switching, and convergence for eSIM, iSIM, and Cloud SIM are on the way!
16:55 – 17:50	IMC Conference Program at embedded world 2026 Workshop: The CRA is Coming! & Panel: SBOM Security – Constant Updating will be Key Simon Mullenger, Head of Field Application Engineering, EMEA, Telit Cinterion Mike Rohrmoser, VP, Product Management OEM Solutions, Digi International Matt Wyckhouse, Founder & CEO, Finite State Moderator: Keith Kreisher, Executive Director, IoT M2M Council Mandatory compliance for “constant monitoring” of IoT deployments in Europe will take effect starting mid-2026 and are sure to be harmonize, to varying degrees in the Asia and North America. This means that IoT consumer-device sellers in Europe will be required to provide documentation demonstrating that original firmware is safe and that subsequent updates are as well. This session will examine how these requirements might be achieved.

Time · Hall 3 · Stand 3-611

9:30 – 10:00	Leveraging Mobile Network Security for Robust IoT Architectures Peter Gaspar, A1 Digital, 3-410
10:00 – 10:30	The Current State of Automotive Software Development Jill Britton & Gerhard Krüger, Perforce Software, 4-510

Wednesday, 11.3.2026

Wednesday, 11.3.2026

Time · Hall 3A · Stand 3A-631

Time · Hall 5 · Stand 5-210

9:30 – 10:00	CRA Compliance: A Practical Guide for Microprocessors and Microcontrollers Xavi Castells, Brightsight, 4-545
10:00 – 10:30	From ASIL to SIL – How Micron leverages its expertise in ISO 26262 to also achieve IEC 61508 Steffen Buch, Micron Technology, 3A-117
10:30 – 11:00	Manufacturing Matter Devices: Expert Panel on Risks, Roadblocks & Real-World Solutions Michael Hunold, Panasonic Industry Europe, 4A-103 Participants: Panasonic Industry Europe Digidart Dekra Nordic Semiconductor
11:00 – 11:30	Why Sub-1Ghz technology is an excellent option for energy-efficient connectivity applications Philippe Simonnet, STMicroelectronics, 4A-148
11:30 – 12:00	Profiling neural network performance on embedded devices Bartosz Boryna, STMicroelectronics, 4A-148
12:00 – 12:30	On-device edge AI for ultra-low-power IoT devices Robin M Saltnes, Nordic Semiconductor, 4A-310
12:30 – 13:30	Lunch break
13:30 – 14:00	Unlocking the full potential of Bluetooth Channel Sounding with smartphones Joel Kauppo, Nordic Semiconductor, 4A-310
14:00 – 14:30	Advancing cryptographic resilience: A post-quantum cryptography library for secure systems Laurent Sustek, STMicroelectronics, 4A-148
14:30 – 15:00	Overcoming the challenges of secure boot on microcontrollers Jocelyn Ricard, STMicroelectronics, 4A-148
15:00 – 15:30	From cloud-first to edge-native: rethinking AI for the next billion devices Sarah Hemmer, Infineon Technologies, 4A-138
15:30 – 16:00	Sovereignty newly defined: Global IoT in an European Cloud Jörg Wolf & Philip Möller, A1 Digital, 3-410
16:00 – 16:30	Industrial MEMS sensors for high-g applications Petr Stukjunger, STMicroelectronics, 4A-148
16:30 – 17:00	X-in-1 market trends supported by AURIX TC4x Marko Gecic, Infineon Technologies, 4A-138
17:00 – 17:30	Post-quantum cryptography: Essential but not sufficient against all threats Christophe Laurencin, STMicroelectronics, 4A-148

9:30 – 10:00	From model to market: accelerated AI development on Arm Christopher Seidl (Arm) & John Marconi (EmbedUR), Arm, 4-504
10:00 – 10:30	Design without Bounds with FRDM Automotive: Safe, Secure Solutions for Next-Gen Mobility Luca Sarica & Yves Legrand, NXP Semiconductors, 3A-128 & 4A-222
10:30 – 11:00	Visual Debugging of Timing and Behavioural Problems Across Device Boundaries Chuck Brokish, Green Hills Software, 4-325
11:00 – 11:30	Smart Devices, Smart Compliance: A Guide to Navigate Radio Compliance Joaquin Gomez Serrano, UL Solutions, 5-270
11:30 – 12:30	Expert Panel Is RISC-V Ready for Automotive? Is Automotive Ready for RISC-V? Ozgur Ozkurt, CTO, Quintauris Thomas Schneid, Senior Director Software, Partnership & Ecosystem Management, Infineon Technologies Richard York, Dir. Prod. Mktg., Automotive and Embedded, SiFive Henrique Mendes, Product Engineer, Tessent Embedded Analytics, Siemens EDA Josef Nöbauer, Senior Director Software Development, Vector Host: Andrea Gallo, CEO, RISC-V International
12:30 – 13:30	Lunch break
13:30 – 14:00	Secure Robotics in Motion: A Full Stack Approach using EtherCAT from GigaDevice Kevin Jones, GigaDevice Semiconductor, 5-129 & 5-130
14:00 – 14:30	GigaDevice Continues Low Power SPI NOR Advancement Conrado Canio, GigaDevice Semiconductor, 5-129 & 5-130
14:30 – 15:00	Bunkers: Leading Cyber-Security for Embedded Systems by Zero-Trust, Strongly-Isolated Compartmentalization Alessandro Biondi, Accelerat, 4-148
15:00 – 15:30	Building your future Embedded product roadmap on RISC-V Akeana, Nuclei System Technology, Synopsys & Alibaba, RISC-V INTERNATIONAL, 5-119
15:30 – 16:00	Interconnecting Heterogeneous Multiprocessors Using PCIe Non-Transparent Bridges Jean-Frederic Gauvin, Dolphin Interconnect Solution, 3-140
16:00 – 16:30	AURIX™ evaluation and configuration made easy with AURIX™ Configuration Studio Matteo Vitturi & Stefan Kluwe, Infineon Technologies, 4A-138
16:30 – 17:00	Electronic Specifier's Electronics Excellence Awards Ceremony Paige Hookway, Electronic Specifier, 3A-242
17:00 – 17:30	CMS brings you excellent Nathan Hsieh, Winbond, 4A-635

Thursday, 12.3.2026

Thursday, 12.3.2026

Time · Hall 2 · Stand 2-635

Time · Hall 3 · Stand 3-611

Session 5, Start-up Excellence

10:00 – 10:15	Day 3 Kick-Off BayStartUP, Christoph Rommel
10:15 – 10:30	Industry Business Pitch Renesas, Mark Dickson
10:30 – 11:00	Pitch Session 5
11:00 – 11:30	Start-up Success Story Secor, BCDC
11:30 – 12:00	NürnbergMesse Welcome Secretary of State, Tobias Gotthardt
12:00 – 12:15	Industry Expert Wittenstein, Benedikt Hoffmann
12:00 – 12:45	guided tour start-up City Area Secretary of State, Tobias Gotthardt
12:45 – 13:00	panel talk – start-up founder story PCB Arts
13:00 – 14:00	Lunch break

Session 6, Startup & Industry

14:00 – 14:15	Day 3 Kick-Off BayStartUP, Christoph Rommel
14:15 – 15:00	Pitch Session 6
15:00 – 15:30	panel talk - start-up founder story five-D, Michael Stelzig
15:30 – 17:00	Networking

Time · Hall 3 · Stand 3-611

9:30 – 10:00	From Bare-Metal Rust to Certifiable Embedded Systems on Modern SoCs Jose Ruiz, AdaCore, 4-116
10:00 – 10:30	Driving the Future of AI at the Edge: Accelerating Product Intelligence with PSOC™ Edge MCUs Eduardo Montanez, Infineon Technologies, 4A-138
10:30 – 11:00	Boosting OEM Profitability: AURIX™ TC4x PPU Transforms Your E-Drivetrain Renke Han, Infineon Technologies, 4A-138

11:00 – 11:30	Inhouse multilayer PCBs – fast and simple Jan-Hendrik Guttman, LPKF Laser & Electronics, 2-100
11:30 – 12:00	Why Your Next Oscilloscope Should Be a PC-Based USB Scope Patrik Gold & Stuart Law, Pico Technology, 4-539
12:00 – 12:30	Wireless for Wearables and Difficult Platforms: Double the Distance, Half the Power Dr. Gareth Conway, AntennaWare, 3-423
12:30 – 13:30	Lunch break
13:30 – 14:30	Expert Panel Embedded Vision on the Rise: How New Hardware Design and Physical AI are Pushing Boundaries John Healy, VP GM Industrial and Robotics Division, Intel Dr. Olaf Munkelt, CEO, MVTec Software Dr. Frederik Schönebeck, Director Product & Technology, FRAMOS Henning Tiarks, Chief Product Officer, Allied Vision Host: Anne Wendel, VDMA Robotics + Automation
14:30 – 15:00	From Hearing to Seeing: Powering Battery-First Embodied AI with the BK7259 Dr. Pengfei Zhang, RiseLink Technologies, 3-656
15:00 – 15:30	Making UWB Plug and Play Patrick Ozenne, NXP Semiconductors, 3A-128 & 4A-222

Time · Hall 3A · Stand 3A-631

9:30 – 10:00	Implementing Optical PCIe® Technology in Embedded Computing Applications Matthew Burns, Samtec Europe, 4A-324
10:00 – 10:30	Turn your thinking around and upgrade your application to functional safety levels Ondrej Holy, STMicroelectronics, 4A-148
10:30 – 11:00	Simplify smart home adoption with Matter commissioning over NFC Alexis Bechet, STMicroelectronics, 4A-148
11:00 – 11:30	onsemi 10BASE-T1S Solutions for Software Defined Vehicles Jon Harper, onsemi, 4A-260
11:30 – 12:00	Developing Bluetooth LE products with our Zephyr RTOS-based SDK Sebastián Viviani, Nordic Semiconductor, 4A-310
12:00 – 12:30	Building battery-operated Matter products Finn Boetius, Nordic Semiconductor, 4A-310
12:30 – 13:30	Lunch break
13:30 – 14:00	Driving Innovation: Cooling, Protection, and Performance Christopher Smerillo & Christian Ganninger, nVent SCHROFF, 1-211
14:00 – 14:30	Develop high-performance GaN-based motor control solutions Josef Bartolot, Infineon Technologies, 4A-138

Thursday, 12.3.2026

Time · Hall 5 · Stand 5-210

9:30 – 10:00	Driving Innovation: Cooling, Protection, and Performance Christopher Smerillo & Christian Ganninger, nVent SCHROFF, 1-211
10:00 – 10:30	Innovating for Speed and Sustainability: Winbond's Octal NAND and Green Product Portfolio Will Yu, Winbond, 4A-635
10:30 – 11:00	How Microcontrollers based I/O aggregators enable SDVs and a path towards SW-less edge nodes Manoj Harihar & Tobias Islinger, Infineon Technologies, 4A-138
11:00 – 11:30	CRA-konformes Secure Pairing in der Feldebene Dipl.-Inf. Daniel Krüger, SYS TEC electronic, 4-141
11:30 – 12:30	Expert Panel Emerging Cybersecurity Strategies for Software-Defined Vehicles: From Hardware Roots to AI Intrusion Detection Suraj Gajendra, VP Products & Software Solutions Automotive, ARM Hitesh Garg, VP and Country Manager, NXP India Amir Mahdi Namazi, Solution Manager Technical, Aumovio Ashish Sethi, Director PAVE360, Siemens Digital Industries Software Dirk Slama, VP Partner Ecosystems, Bosch Host: Nicholas Glewicz, Vice President, Judge Group
12:30 – 13:30	Lunch break
13:30 – 14:00	AI-driven prediction of the State-of-Charge for the entire battery pack on AURIX™ Microcontroller Dr. Stephan Baumgärtner, Infineon Technologies, 4A-138
14:00 – 14:30	Secure OTA Updates for Zephyr: Practical Lessons from Real-World Deployments Edmund Watson, Northern.tech, 4-637
14:30 – 15:00	Using Agentic Process Intelligence to Optimize the Delivery of Embedded Software Erik Severinghaus, Bloomfilter, 5-387
15:00 – 15:30	Modern Techniques for AOSP Build Acceleration Dori Exterman, Incredibuild, 5-485

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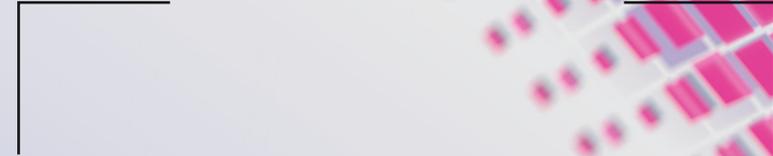
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*All applications received by Jan. 30, 2026 are listed. *Logos are sorted by stand number.

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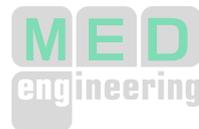
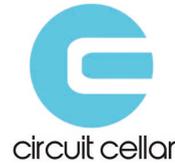
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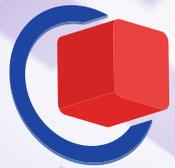
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