



embeddedworld

Exhibition&Conference

NÜRNBERG, GERMANY

11.– 13.3.2025

MESSEBEGLEITER

EXHIBITION GUIDE

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NÜRNBERG MESSE



Rotarischer Messtisch

NürnbergMesse invites you to the Rotarian Fair Table

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Der Rotarische Messtisch für alle rotarischen Ausstellenden und Besuchenden findet am Mittwoch, 12. März 2025, 12:30 – 14:00 Uhr in NCC Mitte, Restaurant Behaims statt.

The Rotarian Fair Table for all Rotarian exhibitors and visitors is scheduled for Wednesday, 12 March 2025, 12:30 – 14:00 in NCC Mitte, Restaurant Behaims.

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PLAN TO A BETTER TRADE
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NÜRNBERG MESSE

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Fachmesse · *Exhibition*

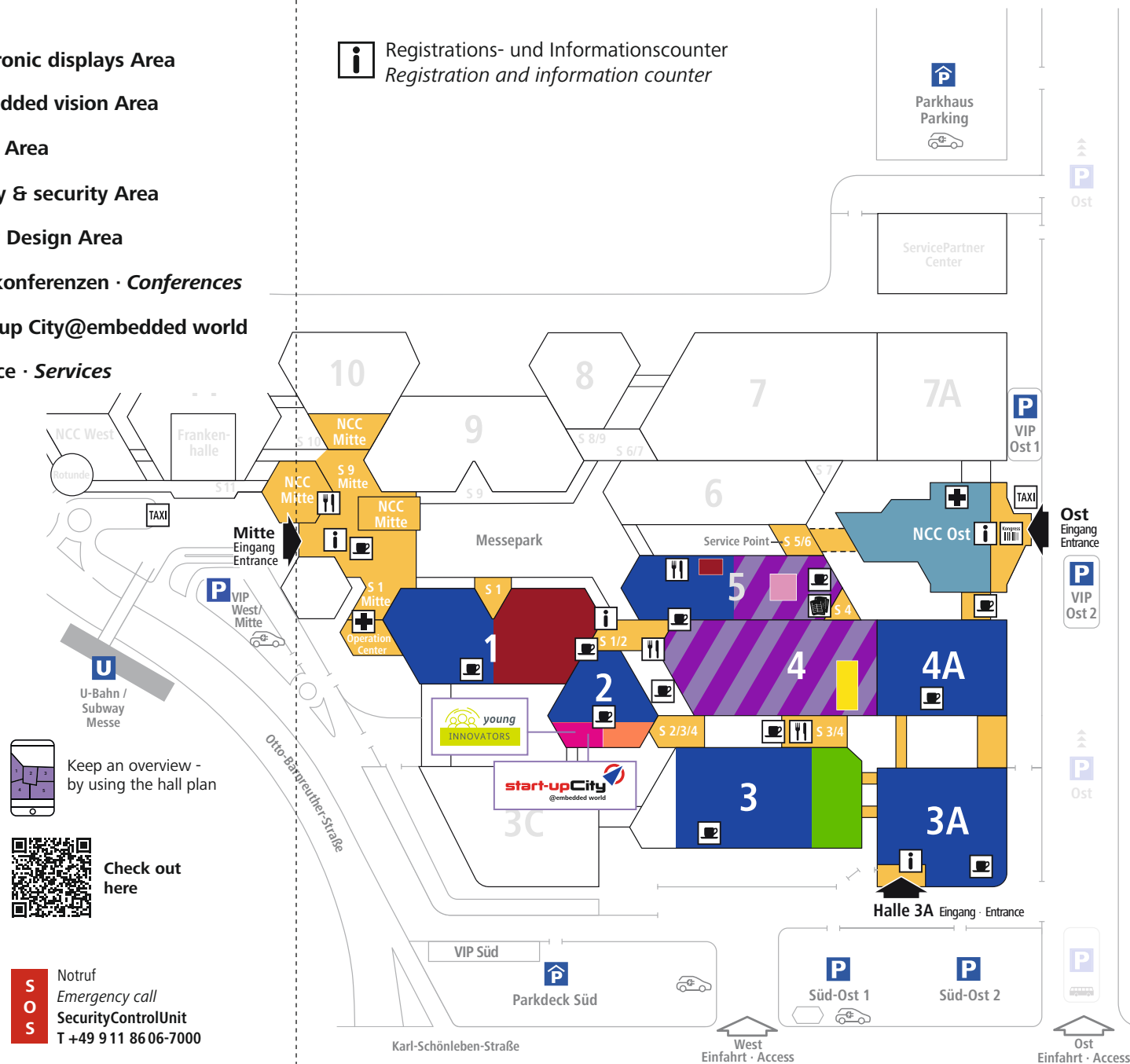
- Hardware, Systeme, Distribution, Dienstleistungen
Hardware, systems, distribution, services
- Tools, Systeme, Distribution, Dienstleistungen
Tools, systems, distribution, services
- Anwendungs-Software, Systeme, Distribution, Dienstleistungen
Application software, systems, distribution, services

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-  **start-up City@embedded world**
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Registration and information counter



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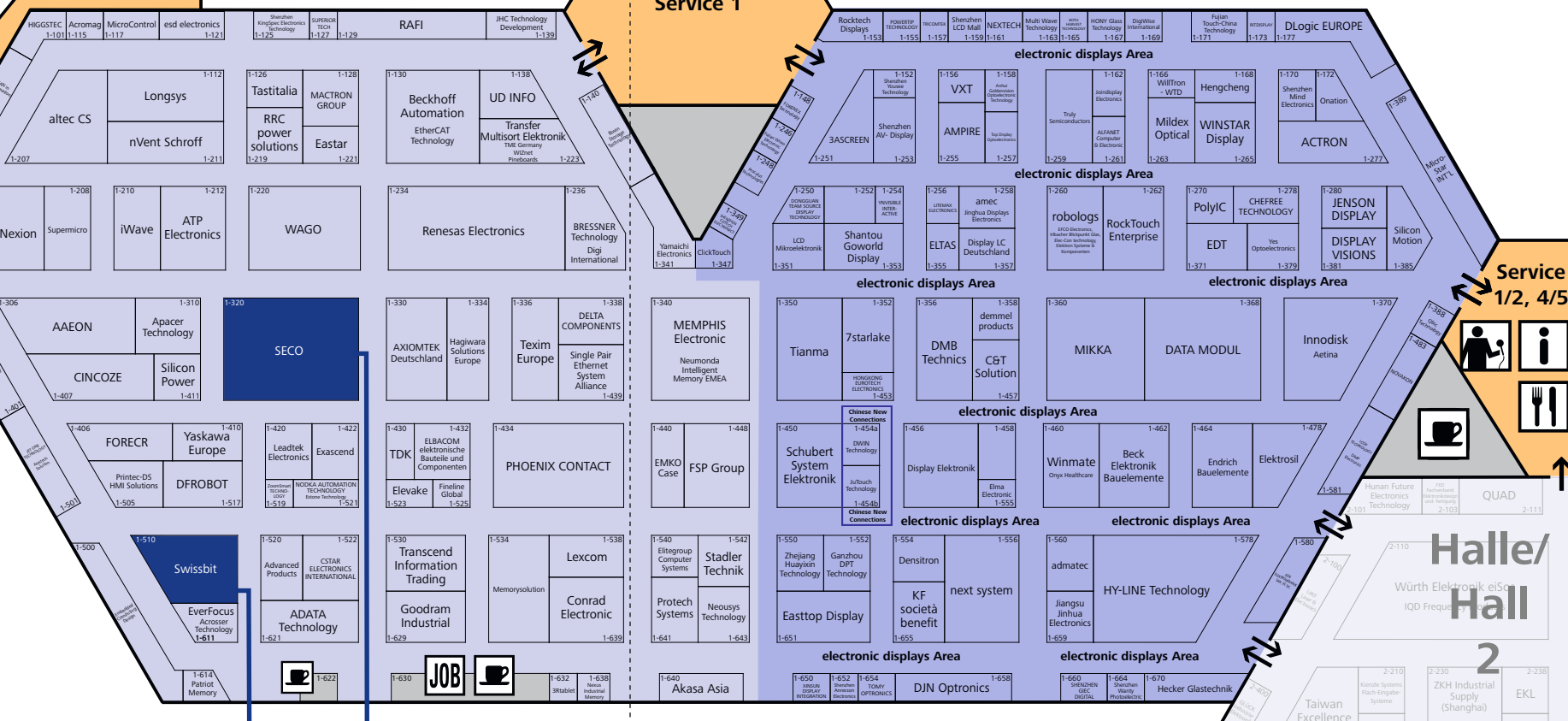
Eingang
Entrance
Mitte

Service-Center
Mitte



Service 1

Service
1/2, 4/5



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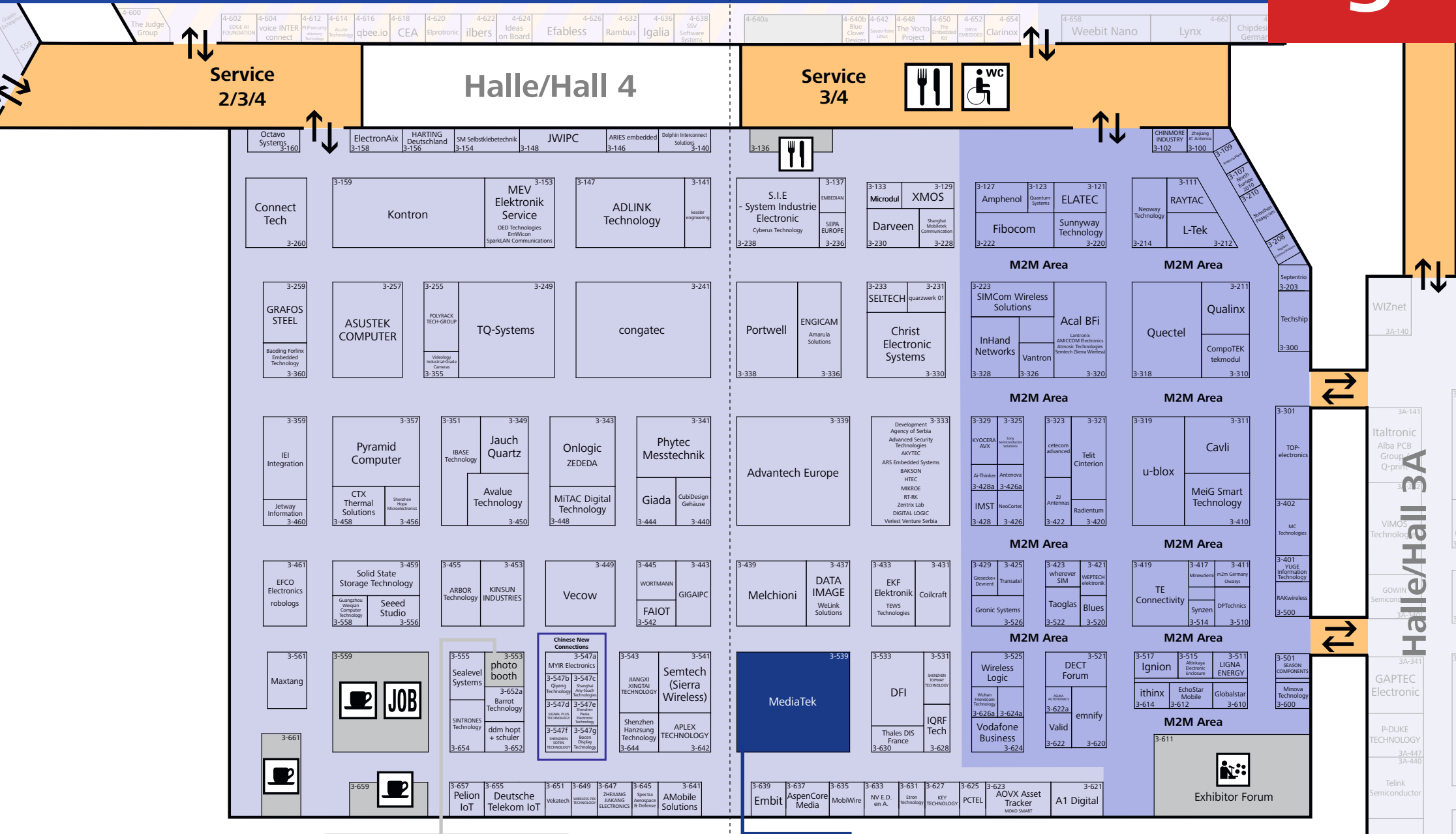
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Endless ways to the future

Halle/
Hall

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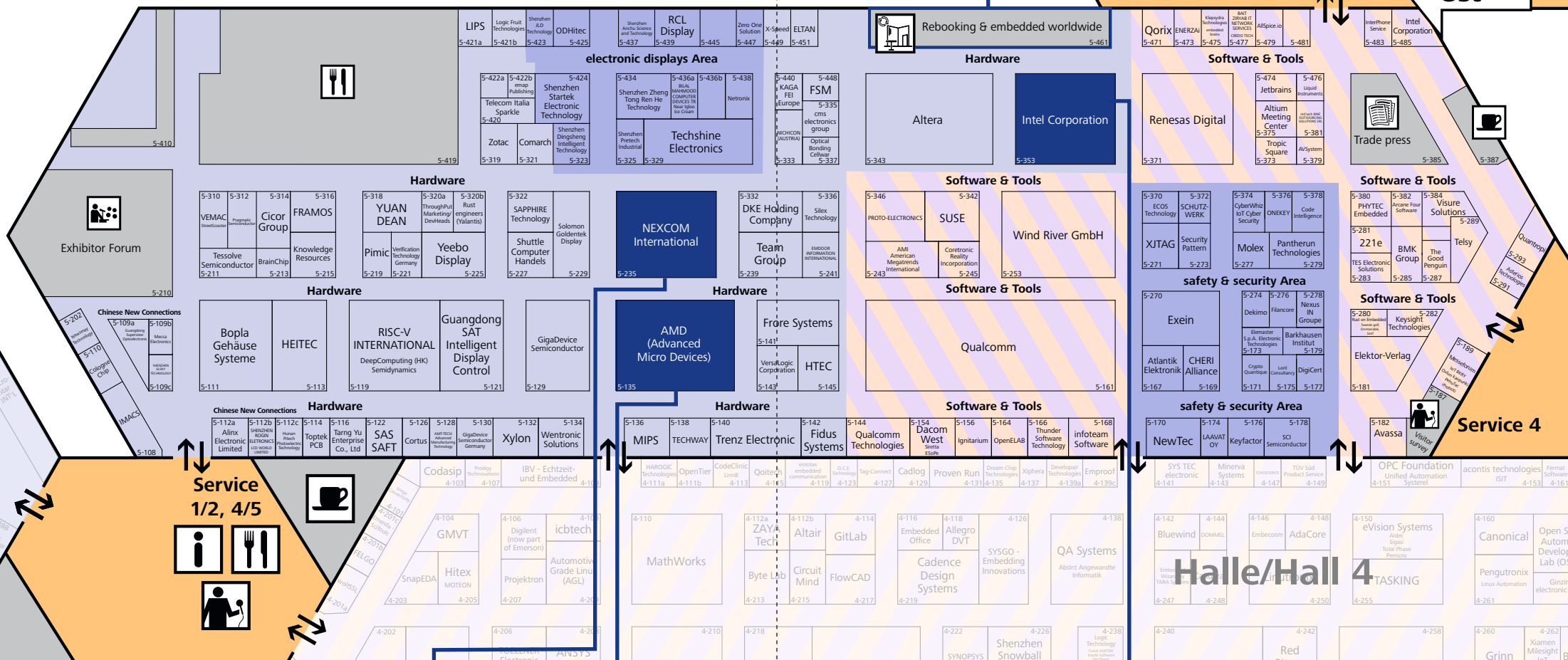




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Entrance
Eingang
Ost



Tuesday, 11.3.2025 | Exhibitor's Forum, Hall 5 | Stand 5-210

11:30 –
12:30**Are SoC Vendors Providing the Right Tools for Edge AI Developers?**

This panel features invited SoC vendor and ecosystem representatives to discuss their solutions for hardware and software for AI at the Edge. In this space, hardware offerings range from discrete SoCs and SoMs, to complete Edge AI-targeted IPC platforms. Software offerings provided by SoC vendors and software suppliers range from API support for NN/NPU hardware, to complete solutions for AI training and on-device inference. George Grey, founder of Foundries.io, hosts a panel to find out whether Edge AI developers are getting the tools they need. Panel attendees will find out more about key applications for AI at the Edge, what tools are available from vendors to build Edge AI solutions, developer workflow for AI applications, how to compare vendor solutions and tools, and speakers views on the future of AI and Edge computing.

Participants:

- **Manvinder Singh**, Vice President Product Management, Qualcomm
- **Zach Shelby**, Chief Executive Officer (CEO), Edge Impulse
- **Nicolas Gaude**, AI Solutions Product Marketing Manager, STMicroelectronics
- **Ali Osman Ors**, Global Director AI Strategy and Technologies, NXP Semiconductors

Host:

George Grey, Foundries.io lead at Qualcomm

Tuesday, 11.3.2025 | Conference Area NCC Ost | Room Sydney

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 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:

- **Deepali Trehan**, Head of Product Marketing, Altera, an Intel Company
- **Dr. Ahmad Bahai**, Chief Technology Officer (CTO) and Director of Kilby Labs, Texas Instruments
- **Remi EL-OUAZZANE**, President, Microcontrollers, Digital ICs and RF products Group, STMicroelectronics

Host:

Prof. Dr.-Ing. Axel Sikora, Offenburg University and Hahn-Schickard Association, Germany/Chairman of the embedded world Conference

Wednesday, 12.3.2025 | Exhibitor's Forum, Hall 5 | Stand 5-210

11:30 –
12:30**The future of Artificial Intelligence – challenges and solutions**

The Cyber Resilience Act (CRA), as a significant legislative milestone of the European Commission, has the potential to heavily influence embedded systems development. Aiming at enhancing the cybersecurity and resilience of products with digital elements, it forces manufacturers and developers to ensure, that their products are secure by design and that vulnerabilities can be addressed throughout the complete product lifecycle. Besides these technical challenges, liability requirements will force the implementation of new processes that ensure transparent updates will be implemented within short time periods. From this panel, the audience will learn how this new framework for cybersecurity can and must be implemented into their products and development processes. Key questions which will be addressed include: What is the content of the CRA? How will it affect companies' processes? What does this imply for IoT and other embedded products? What must be considered from an architectural perspective for the hardware and software implementation? What (open source) solutions are available and will help companies to comply with the CRA?

Participants:

- **Dr. Julien Bernet**, Head of Security, Witekio
- **Mark Hermeling**, VP of Global Solutions Engineering, CodeSecure
- **Caren Kresse**, Member of the Board of Directors, OSADL

Host:

Prof. Dirk Pesch, ewC Steering Committee, University College Cork, Ireland

Wednesday, 12.3.2025 | Conference Area NCC Ost | Room Sydney

13:30 –
14:30**IoT Security: a Holistic Approach to Securing the IoT Stack**

Most IoT regulations, standards, and certifications today concentrate on securing devices against attack. But what good is a secure device if the cloud/app or network layers behind it are insecure? This panel will discuss what is required to provide the greatest level of security to IoT deployments by analyzing all layers of the IoT stack. It will also update attendees on the latest security initiative from the IoT M2M Council and Global Certification Forum – the IMC-GCF Joint Task Force on IoT Security – which takes this holistic approach to cybersecurity.

Participants:

- **Patrick Cao**, VP of RSP/SIM/eSIM Products, Tata Communications
- **Syed Hosain**, Founder/Evangelist, Aeris
- **Markus Soppa**, Managing Director, filancore
- **Mike Rohrmoser**, VP Product Management OEM Solutions, Digi International
- **Jean-Francois Gros**, Head of IoT Services Product Lines, Thales

Host:

Robin Duke-Wooley, CEO/Principal, Beecham Research

Thursday, 13.3.2025 | Exhibitor's Forum, Hall 5 | Stand 5-210**11:30 –
12:30****Hardware Accelerators for AI – Impact on Embedded Vision**

The race to unlock AI's full potential is reshaping the embedded vision landscape, with hardware accelerators at the forefront. From edge devices to autonomous systems, these specialized chips are enabling faster processing, reduced power consumption, and real-time capabilities. AI accelerators promise to push the boundaries of what's possible with AI-driven embedded vision. But as innovation accelerates, so do the challenges of integration, optimization, and scalability. What does this mean for the future of embedded vision? How will these advancements shape industries relying on vision systems, from automotive to healthcare, from retail to logistics, and: will existing edge applications in the machinery and production industry benefit? Join experts from the embedded vision and AI industry as they delve into the transformative impact of hardware accelerators on embedded vision and discuss the breakthroughs, obstacles, and opportunities that lie ahead.

Participants:

- **Dr. Jean Caron**, Vice President Sales & Support EMEA, euresys (a TKH Vision brand)
- **Yash Kharia**, Director Product Management, Industrial Embedded IoT Business, Qualcomm Technologies
- **Dr. Martin Klenke**, Director Business Development, Teledyne Imaging
- **Jan-Erik Schmitt**, Vice President, Vision Components
- **Jan-Friso Blaquière**, Vice President Sales, Hailo

Host:

David Löh, Editor-in-Chief, inspect, Wiley-VCH**Thursday, 13.3.2025 | Conference Area NCC Ost | Room Sydney****13:30 –
14:30****The Future of Cloud Enabled Development of Software Defined Vehicles**

The convergence of Software Defined Vehicles (SDVs) and Virtual Prototyping, powered by cloud technologies, is revolutionizing the automotive industry by accelerating development cycles, improving quality, and enhancing safety compliance. Cloud-based platforms enable shift-left and shift-right testing, allowing earlier validation and ongoing optimization throughout a vehicle's lifecycle. Virtual prototyping allows engineers to simulate complex systems without physical tests, cutting time-to-market and costs. SDVs add flexibility with over-the-air updates and real-time monitoring, ensuring compliance with evolving safety, security, and performance standards. Cloud tools support the full development pipeline, fostering a continuous feedback loop that enhances innovation and reliability in next-generation vehicles. The panelists give an insight in the state of the art of cloud based SDV and virtual prototyping from the point of view of cloud service providers, virtual platform providers, IoT/SDV developers and IT services.

Participants:

- **Nicholas Glewicz**, Vice President, Judge Group
- **Bill Neifert**, Vice President, Corellium
- **Christopher Rumpf**, Senior Director Automotive & IoT, ARM
- **Prof. Dr. Dirk Slama**, Robert Bosch

Host:

Kanishk Agrawal, CTO, Judge Group

Das gesamte Programm des Ausstellerforums und der Expert Panels finden Sie auch unter www.embedded-world.de/programm und auf Informations-Stelen vor Ort.

Please visit www.embedded-world.de/programme as well as at the on-site information pillars to find the programme of the Exhibitor's Forum as well as of the Expert Panels.

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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 #ew25.

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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AUSSTELLERLISTE

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SKANJAN SL	2-412
Skyworks Solutions Inc.	3A-538, 3A-637
Sleeve GmbH	2-412
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SM Selbstklebetechnik GmbH & Co KG	3-154
SmartSoC Solutions Filial	4-570
Smiths Interconnect	4A-606
SnapEDA	4-203
Socionext Europe GmbH	4A-628
Solectrix GmbH	4A-152
Solid Sands B.V.	4-548
Solid State Storage Technology Corporation	3-459
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Aussteller Exhibitor	Halle/Stand Hall/Stand
SparkLAN Communications Inc.	3-153
SPARKLE COMPUTER CO., LTD.	2-554
Spectra Aerospace & Defense	3-645
SPEGC	4-358
Spleenlab GmbH	2-637a
SSV SOFTWARE SYSTEMS GmbH	4-638
STACKFORCE GmbH	4-147
Stadler Technik GmbH	1-542
Steliau Technology	3A-339
STMicroelectronics International NV	4A-148
SUMIDA flexible connections GmbH	3A-211
SUMMIT X SRL	5-425
SUNIX CO., LTD.	2-655
Sunnyway Technology (China) Co., Ltd	3-220
Sunway Communication AB	4A-501
Super Micro Computer, BV	1-208
SUPERIOR TECH CO., LTD.	1-127
SUSE Software Solutions Germany GmbH	5-342
Suzhou APQ IoT Science and Technology Co., Ltd.	2-338g
Suzhou Tomy Optronics Co., LTD	1-654
Svenska Grindmatriser AB	4-368
Swissbit AG	1-510
	
Sykno GmbH	2-639e
Synantik GmbH	4-410
Synaptics	4A-259, 3A-211
SYNERGIE CAD PSC	4-471
SYNOPSIS	4-222
Synthara AG	2-412
Syntiant Corp.	3A-211
Synzen Precision Technology Ltd	3-514
SYS TEC electronic AG	4-141
SYSGO GmbH	4-126
SYSTEM ELECTRONICS	3A-600
T	
Tag-Connect, LLC	4-127
Taiwan Excellence	2-313
Taoglas	3-522
TARA Systems GmbH	4-247
Tarng Yu Enterprise Co., Ltd	5-116
TASKING Germany GmbH	4-255

Aussteller Exhibitor	Halle/Stand Hall/Stand
Tastitalia Srl	1-126
TDK-Micronas GmbH	1-430
TE Connectivity	3-419
Team Group Inc.	5-239
Techci Rhône-Alpes SA	3A-227
SSV SOFTWARE SYSTEMS GmbH	1-307
TechNexion Ltd.	1-307
Techshine Electronics Co., Ltd	5-329
Techship AB	3-300
TECHWAY S.A.S	5-138
TEKHNE	2-412
tekmodul GmbH	3-310
Tektronix GmbH	4-314
Telechips Inc.	4-561
Telecom Italia Sparkle	5-420
Teledyne GmbH	4-304
Teledyne UK Ltd	2-644
Telink Semiconductor (Shanghai) Co., Ltd.	3A-440
Telit Communications S.p.A.	3-321
Telsy	5-289
TenAsys Europe GmbH	4-458
TenXer Labs Inc.	3A-439
TES Electronic Solutions	5-283
Tessolve Semiconductor	5-211
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Texas Instruments	
Deutschland GmbH	3A-131, 3A-619
Texim Europe GmbH	1-336
Thales DIS France SAS	3-630
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The Imaging Source Europe GmbH	2-555
The Judge Group	4-600
The Linux Foundation	4-648
Thistle Technologies	2-412
ThroughPut Marketing/DevHeads	5-320a
Thunder Software Technology Co., Ltd.	5-166
Tianma	1-350
TME Germany GmbH	1-223
TOELLNER Electronic	
Instrumente GmbH	4-206
Top Display Optoelectronics	1-257
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Aussteller Exhibitor	Halle/Stand Hall/Stand
TQ-Systems GmbH	3-249
Traco Electronic GmbH	3A-520
Transatel	3-425
Transcend Information Trading GmbH	1-530
Transfer Multisort Elektronik Sp. z o.o.	1-223
Trenz Electronic GmbH	5-140
TRG Components GmbH	3A-526
Tria Technologies	3A-225
TRICOMTEK CO., LTD	1-157
Tropic Square s.r.o.	5-373
TRS-STAR	4-647
TRUESENSE	2-412
Truly Semiconductors Limited	1-259
TrustInSoft SAS	4-340
TU Darmstadt	2-412
TUV SÜD Product Service GmbH	4-149
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UD Info Corp	1-138
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Unified Automation GmbH	4-151
UNI-TREND Technology Europe GmbH	4-502a
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VersaLogic Corporation	5-143
Verum Software Tools B.V.	4-358
Viconnis Test Technologie GmbH	4-420
Videology Industrial-Grade Cameras	3-355
VIEWE Technology	3A-521a
ViewSEC	2-412

Aussteller Exhibitor	Halle/Stand Hall/Stand
ViMOS Technologies GmbH	3A-242
Virtual Vehicle Research GmbH	4-358
Visure Solutions	5-384
Vision Components GmbH	2-551
VODAFONE GLOBAL ENTERPRISE, LIMITED	3-624
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WAGO GmbH & Co. KG	1-220
Wanshih Electronic	2-455
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X-Speed	5-449
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Yamaichi Electronics GmbH	1-341
Yaskawa Europe GmbH	1-410
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Yongatek Microelectronics	4-665
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Hall 3A
Stand 3A-211



Hall 4
Stand 4-500b



Hall 4
Stand 4-210

You are also welcome to stop by jobs@embedded-world in the catering areas of halls 1, 3 and 3A (the exact locations can be found on page 38) where you will find all job offers at a glance.

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NOMINEES

Category Embedded Vision:

Team Group Inc.
Product: D500R WORM SD /
D500R WORM microSD

IEI Integration Corp.
Product: iVEC - IEI Virtualization
Edge Computer

Coretronic Reality Inc.
Product: Windows 11 IoT Enterprise
24H2 System On Module. POS
Turnkey Solution based on Qualcomm
RB3 GEN 2

Category Hardware:

Cadence Design Systems
Product: Cadence Base
System Chiplet

STMicroelectronics
Product: STM32N6

Bosch Sensortec GmbH
Product: Particulate matter
sensor BMV080

Category Software:

Driver
Product: Driver

Parasoft
Product: Parasoft C/C++test

ANALOG DEVICES LTD.
Product: CodeFusion Studio:
System Planner

Category Safety & Security:

Tropic Square
Product: TROPIC01

Pantherun Technologies
Product: Stealth Quantum Secure
AES for Edge applications

emlix GmbH
Product: EB corbos Linux for
Safety Applications

Category Tools:

Siemens EDA
Product: Catapult AI NN

Edgelpulse Inc.
Product: AI Labeling

embeff GmbH
Product: ExecutionPlatform - Digital
twins for microcontroller testing

Category Start-up:

Accelerat
Product: AI Bunker

Periphery
Product: Periphery Insights &
Detect

CyberWhiz IoT Cyber Security
Product: CyberWhiz IoT Cyber Security
Solutions for Edge-Mobile-Cloud

Category Artificial Intelligence:

Ambiq
Product: heartKIT™ AI
Development Kit

STMicroelectronics
Product: ST AIoT Craft

NXP Semiconductors
Product: eIQ Time Series Studio

Category SoC/IP/IC Design:

NXP Semiconductors
Product: Trimension NCJ29D6:
Ultra-Wideband IC

Fore Systems
Product: AirJet@PAK

Texas Instruments
Product: MSPM0C1104 Arm®
Cortex®-M0+ MCU

Category Electronic Displays:

Tianma
Product: 8" Micro LED IRIS PHUD

HY-LINE Technology GmbH
Product: Safety Key

DISPLAY VISIONS GmbH
Product: Modbus HMI Displays

Where to find the nominees:

Team Group Inc.
Embedded Vision, 5-239

IEI Integration Corp.
Embedded Vision, 3-359

Coretronic Reality Inc.
Embedded Vision, 5-245

Cadence Design Systems
Hardware, 4-219

STMicroelectronics
Hardware, 4A-148

Bosch Sensortec GmbH
Hardware, 4A-512

Driver
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Parasoft
Software, 4-318

ANALOG DEVICES LTD.
Software, 4A-360

Tropic Square
Safety & Security, 5-373

Pantherun Technologies
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Edgelpulse Inc.
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Accelerat
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Periphery
Start-up, 2-412

CyberWhiz IoT Cyber Security
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STMicroelectronics
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NXP Semiconductors
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NXP Semiconductors
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HY-LINE Technology GmbH
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DISPLAY VISIONS GmbH
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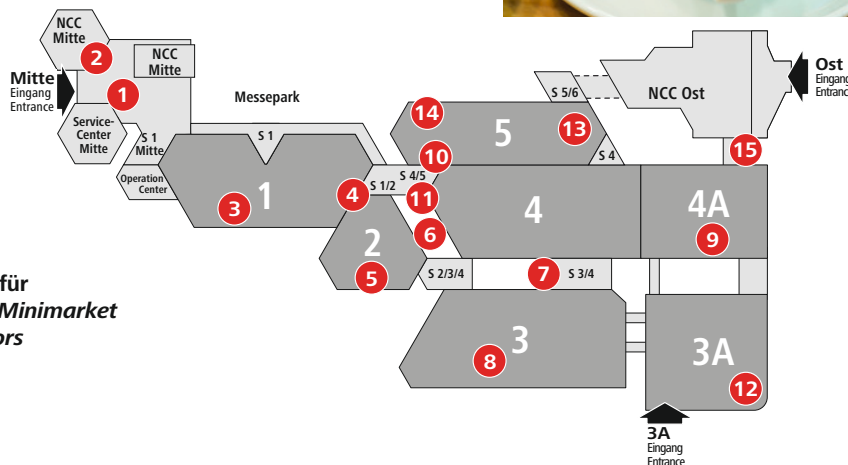
Get to know this
year's nominees



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 2025.

- | | |
|---|---|
| 1 Café Point Mitte
Eingang/Entrance
NCC Mitte | 9 Lunchtime
Halle/Hall 4A,
4A-634 + 4A-640 |
| 2 Restaurant Behaims
NCC Mitte
Reservierung unter/
reservation at
greiner@lehrieder.de | 10 Restaurant Süd
Service 4/5 |
| 3 Coffee Zone
Halle/Hall 1, 1-630 | 11 Bistro
Service 4/5 |
| 4 Bistro
Service 1/2 | 12 Pizza, Bowl & Sushi
Halle/Hall 3A, 3A-613 |
| 5 Café start-up City
Halle/Hall 2, 2-412 | 13 Curry Sausage
Halle/Hall 5, 5-387 |
| 6 Grill, fries and burgers
zwischen den
Hall 2 und 4/
between halls 2 and 4 | 14 À la carte Restaurant
Halle/Hall 5, 5-419
Reservierung unter/
reservation at
greiner@lehrieder.de |
| 7 Restaurant Süd-Ost
Service 3/4 | 15 Coffee Zone
Übergang/passage 4A |
| 8 Lunchtime
Halle/Hall 3, 3-559 | |



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Aussteller/Minimarket
for exhibitors**
Service 1

start-upCity
@embedded world

PLATFORM FOR INNOVATION NETWORKING AND INSPIRATION

In 2025, the start-up Area will transform into the start-up City@embedded-world – a 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. Surrounding it, vibrant networking areas – designed as public squares – provide the perfect setting to connect with start-ups, companies, and investors. Here, exciting opportunities and collaborations await discovery.

The start-up City is more than an exhibition – it’s a vibrant ecosystem where innovation meets community, and the future of the embedded industry takes shape. Don’t miss your chance to be part of it!

International start-up City: Hall 2, 2-412

Pavilion “Young Innovators”:

Hall 2, 2-637a-e, 2-637g-h, 2-639a-h, 2-626, 2-628, 2-630

Start-up Stage: Hall 2, 2-635

Start-up Presentations sponsored by:

BayStartUP

Conference organizer

WEKA FACHMEDIEN GmbH

Exhibition organizer

NürnbergMesse GmbH

Join the D2XCEL Startup City Day on 12 March!

Meet European deep tech startups operating in Logistics, Sustainable Freight Transportation, AI-Powered Digital Services for Smart Cities, Large-scale Stationary Energy Storage and Sustainable and Circular Construction.

Find us at Startup City, Hall 2

- Meet the D2XCEL startups at the booth to explore new innovations
- Join the elevator pitches of the startups on stage in the Startup City from 17:00
- Network after the pitches with startups, visitors & exhibitors with music, snacks and drinks

Find out more:



You can meet following startups at the booth:



more to come...



At the Student Day of the embedded world Exhibition&Conference on 13 March 2025, advanced students from engineering programmes relevant to embedded world gather from all over the world.

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



EDGE IMPULSE



Dienstag · Tuesday, 11.3.2025

Zeit · Time Halle 2 · Hall 2, Stand 2-635

Session 1A, Start-up & Industry (Christoph Rommel)

10:00 – 10:15	Day 1 Kick-Off Empowering start-ups and transforming the industry
10:15 – 10:30	Industry Business Pitch Neumonda – Corporate start-up-Memphis Electronic
10:30 – 11:00	Start-up Pitch Session 1 5 start-up pitches
11:00 – 11:30	Keynote – Industry Avnet Silica, Thomas Foj – The Evolution of Semiconductor Industry – Trends, Insights and Developments
11:30 – 11:45	Start-up & Industry - Success story I Würth Eisos & Start-up Hydrop System, Marion Wagner, Katrin Kreidel
11:45 – 12:15	Industry - Expert open Bosch, Johannes Grabowski - how to win large corporates as customers
12:15 – 12:45	Start-up & Industry - Success Story II Infineon + start-up, Lamin Ben-Hamdane
12:45 – 13:00	Start-up Innovation I Sykno, Benedict Scheiner
13:00 – 14:00	Mittagspause – Lunch break

Session 1B, Start-up & Industry (Christoph Rommel)

14:00 – 14:15	Day 1 afternoon Kick-Off Innovation through cooperation
14:15 – 14:30	Industry – Expert Three Success Stories of Partnering with start-ups, open Bosch, Johannes Grabowski
14:30 – 15:00	Start-up Pitch Session 2 5 start-up pitches
15:00 – 15:30	Industry – Expert Infineon Co-Innovation Program, Lamin Ben-Hamdane
15:30 – 15:45	Industry – Expert Fraunhofer Venture/BCDC, Thorsten Edelhäuser, Florian Ascherl
15:45 – 16:15	Start-up Pitch Session 3 5 start-up pitches
16:30 – 17:30	embedded award Ceremony



Dienstag · Tuesday, 11.3.2025

Zeit · Time Halle 2 · Hall 2, Stand 2-635

17:30 – 18:00 **Networking**

Side Event:
Start-up Demo Night & Bavaria Business Plan Competition Award Ceremony
(Z-Bau, Frankenstraße 200, 90461 Nürnberg)
Free entrance for embedded world 2025 exhibitors and visitors
Code: ew25@demonight

Zeit · Time Halle 3 · Hall 3, Stand 3-611

10:00 – 10:30	Simplifying IoT Security: Understanding SESIP and the role of the Certification Body Lex Schoonen, Brightsight, 4-545
10:30 – 11:00	Advanced Storage for Industry Transformation Dr. Gibson Chen, Apacer, 1-310
11:00 – 11:30	Using Trace for Debugging and Runtime Analysis of Embedded Software with UDE® Jens Braune, PLS Programmierbare Logik & Systeme, 4-310
11:30 – 12:00	System Design and Use Cases of AI-Driven DSP Technologies in Modern Automotive Applications Casey Ng, Amit Kumar, Cadence, 4-219
12:00 – 12:30	A FOSS and CRA compliance policy: Exploiting the overlap Caren Kresse, OSADL, 4-168
12:30 – 13:30	Mittagspause – Lunch break
13:30 – 14:00	Making Every Microjoule Count for Edge AI Carlos Morales, AMBIQ MICRO, 4-581
14:00 – 14:30	Empower AI Applications with MediaTek Genio New Generation Tim Chick, MediaTek, 3-539
14:30 – 15:00	Building Secure Connected Products: Navigating the EU's Cyber Resilience Act with AAEON & Exein.io Daniele Cleri, AAEON, 1-306
15:00 – 15:30	Democratizing Centimeter-Level GNSS Precision for All Applications Mårten Ström, u-blox, 3-319
15:30 – 16:00	Product Innovation through Industrial UX - Modern Software Technologies for Human-Technology Interaction Justina Krawczyk, Rainer Dorau, Cloudflight Germany, 4-450
16:00 – 16:30	Join Forces for Next Intelligence Tim Park, DEEPX, 2-651
16:30 – 17:00	Efficient connectivity and security management for Industrial IoT Cyril PROYE, THALES, 3-630

AUSSTELLERFORUM Exhibitor’s Forum		AUSSTELLERFORUM Exhibitor’s Forum	
Dienstag · <i>Tuesday</i> , 11.3.2025		Dienstag · <i>Tuesday</i> , 11.3.2025	
Zeit · <i>Time</i> Halle 3A · <i>Hall</i> 3A, Stand 3A-631		Zeit · <i>Time</i> Halle 5 · <i>Hall</i> 5, Stand 5-210	
10:00 – 10:30	Control of application software-free peripherals and ECUs using 10BASE-T1S Jon Harper, On Semiconductor, 4A-260	12:30 – 13:30	Mittagspause – <i>Lunch break</i>
10:30 – 11:00	How Context-Aware Computing Will Change The User Experience Vikram Gupta, Synaptics, 4A-259	13:30 – 14:00	Transforming IoT with On-Device AI: Real-World Applications and Developer Success Stories Kedar Gharat, Qualcomm, 5-161
11:00 – 11:30	New flexible SoC meets multiple smart metering and IoT wireless standards Philippe SIMONNET, STMicroelectronics, 4A-148	14:00 – 14:30	Technologies for Building and Deploying Secure Edge AI Workloads Tim Menesveta, ARM, 4-504
11:30 – 12:00	Wearables: The power of sensors in sports and healthcare Lisa TROLLO, STMicroelectronics, 4A-148	14:30 – 15:00	The Big Unveiling: AI for Embedded Power Circuit Generation Tomide Adesanmi, Circuit Mind, 4-215
12:00 – 12:30	Scaling Performance and Reducing Latency in Edge Data Centers with PICMG® COM-HPC® Technologies Jess Isquith, Matthew Burns, PICMG, Samtec,4A-324	15:00 – 15:30	Driving Success with DevSecOps and Platform Engineering: Unlocking Scalable Innovation Avijit Sinha, Jiani Zhang, Wind River, 5-253
12:30 – 13:30	Mittagspause – <i>Lunch break</i>	15:30 – 16:00	Enhancing Wi-Fi networking support in Zephyr RTOS Yannis Glaropoulos,Nordic Semiconductor, 4A-310
13:30 – 14:00	Evolution of Industrial Ethernet Topologies Volker Goller, ANALOG DEVICES, 4A-360	16:00 – 16:30	Accelerating Automotive Development (showing virtual platforms including all abstraction layers up to application) Bernhard Rill, ARM, 4-504
14:00 – 14:30	Diagnose your device without compromising security Jocelyn RICARD, STMicroelectronics, 4A-148	16:30 – 17:00	Lisa Service: Smart optimization of Battery Lifetimes Isabelle Sourmey, SAFT, 5-122
14:30 – 15:00	How to protect microcontroller secure boot with simple and robust isolation mechanism Frantz LEFRERE, STMicroelectronics, 4A-148	17:00 – 17:30	Optimizations of AI Inference: The Role of ML Compiler and Hardware Innovations Milan Stankić, HTEC, 5-145
15:00 – 15:30	Benefits of RISC-V for future mobility and how Infineon commits to the market Thomas Schneid, Infineon, 4A-138	Mittwoch · <i>Wednesday</i> , 11.3.2025	
15:30 – 16:00	Storage architectures in automotive high-performance compute systems Steffen Buch, Micron, 3A-117	Zeit · <i>Time</i> Halle 2 · <i>Hall</i> 2, Stand 2-635	
16:00 – 16:30	The power of graphical processing units into MCU-based systems Nicolas SANTINI, STMicroelectronics, 4A-148	Session 2A, Start-up & Investment (Carsten Rudolph)	
Zeit · <i>Time</i> Halle 5 · <i>Hall</i> 5, Stand 5-210		10:00 – 10:15	Day 2 Kick-Off Financing start-ups and driving growth
10:00 – 10:30	Attackers Always Strike Back: Securing your Linux- and AI-Based Embedded Devices under Cyber Resilience Act Giorgiomaria Cicero, accelerat, 4-625	10:15 – 10:45	Keynote - Investor Gitte Bedfort, Bosch CVC – What investors are looking for
10:30 – 11:00	How to Build Reliability into Software-Defined “Stuff” Chuck Brokish, Greenhills, 4-325	10:45 – 11:30	Pitch Competition 6 start-up pitches Jury: Gitte Bedfort - Bosch CVC, Markus Kückelhaus – HTGF, Carsten Rudolph - BayStartUp
11:00 – 11:30	Harnessing the power of GenAI in Automotive Sujeet Sreenivasan, Ignitarium, 5-156	11:30 – 11:45	Industry Business Pitch Altium, Markus Bochynek
11:30 – 12:30	Expert Panel: Are SoC Vendors Providing the Right Tools for Edge AI Developers? Manvinder Singh, Vice President Product Management, Qualcomm Zach Shelby, Chief Executive Officer (CEO), Edge Impulse Nicolas Gaude, AI Solutions Product Marketing Manager, STMicroelectronics Ali Osman Ors, Global Director AI Strategy and Technologies, NXP Host: George Grey, Foundries.io lead at Qualcomm	11:45 – 12:00	Pitch competition – winner announcement
		12:00 – 12:15	Investor - Expert HTGF, Markus Kückelhaus – start-up seed investment
		12:15 – 12:30	Strategic Investor u-blox, Marc Irwin, case study
		12:30 – 12:45	From Start-up to Corporate Renesas, Mark Dickson – how to make your start-up ready for strategic investors

Mittwoch · *Wednesday*, 12.3.2025

Zeit · *Time* Halle 2 · *Hall 2*, Stand 2-635

12:45 – 13:00	Start-up Financing Sleeve, Mathias Ptacek - how to find an investor in a challenging industry
13:00 – 14:00	Mittagspause – <i>Lunch break</i>
Session 2B, Start-up Innovation (Christoph Rommel)	
14:00 – 14:15	Day 2 afternoon Kick-Off International start-up programmes
14:15 – 14:30	Industry Business Pitch Avnet Silica, Mike Hartmann
14:30 – 15:00	Start-up Pitch Session 4 5 start-up pitches
15:00 – 15:30	Start-up Innovation II
15:30 – 15:45	Pause – <i>break</i>
15:45 – 16:15	Start-up Pitch Session 5 5 start-up pitches
16:15 – 17:00	Avnet Silica - Renesas Challenge 2025 - Award Ceremony Avnet Silica, Renesas, Altium, BayStartUp
17:00 – 17:30	D2XCEL, NürnbergMesse
17:30 – 18:00	Networking

Standparty D2XCEL, NürnbergMesse

Zeit · *Time* Halle 3 · *Hall 3*, Stand 3-611

9:00 – 9:30	Rapid innovation: on-demand R&D teams for UWB, BLE, and emerging technologies Tymoteusz Polanski, Comarch, 5-321
9:30 – 10:00	Finding Balance Between Cybersecurity Requirements and Market Needs when Adapting EU CRA and IEC 62443 for Industrial Devices Terry London, Proekspert,4-380
10:00 – 10:30	Automotive Cybersecurity with AURIX™ Abhijit Ambekar, Infineon, 4A-138
10:30 – 11:00	FP 0,8 – Two and a half footprints in one mating face Thomas Schulze, PHOENIX CONTACT, 1-434
11:00 – 11:30	The Current State of Automotive Software Development Jill Britton, Steve Howard, Perforce Software, 4-510
11:30 – 12:00	Revolutionizing SoC Design: The Shift to Chiplet-Based Architectures Moshiko Emmer, Cadence, 4-219

Mittwoch · *Wednesday*, 12.3.2025

Zeit · *Time* Halle 3 · *Hall 3*, Stand 3-611

12:00 – 12:30	Winbond Customized Memory for Your Smart Life Sha-Ha Park, Winbond, 4A-635
12:30 – 13:30	Mittagspause – <i>Lunch break</i>
13:30 – 14:00	Scaling Interoperability Testing with ONELab – Conquering the Challenges of Arm SystemReady Certification Bill Fletcher, Linaro, 4-501
14:00 – 14:30	Rust for Embedded High-Integrity Systems Jose Ruiz, AdaCore, 4-148
14:30 – 15:00	Altium, 4-305
15:00 – 15:30	AI-Automated Fuzzing: How to Autonomously Detect Bugs in Embedded Software Dr. Khaled Yakdan, Code Intelligent, 5-378
15:30 – 16:00	NVIDIA Isaac ROS Ready: Accelerating AI-Enabled Robotics with Connect Tech Doruk Sönmez, Connect Tech, 3-260
16:00 – 16:30	Cybersecurity: regulations, standards, and solutions for embedded devices Manuel Crotti, Melchioni, 3-439

Zeit · *Time* Halle 3A · *Hall 3A*, Stand 3A-631

9:30 – 10:00	Channel Sounding - the Bluetooth LE feature for accurate and secure distance measuring Paweł Kanafek, Nordic Semiconductor, 4A-310
10:00 – 10:30	Building the Software Stack for Edge AI Christophe Fava-Rivi, ARM, 4-504
10:30 – 11:00	Dream big with tiny microcontrollers: the STM32N6 revolution in edge AI Edwin HILKENS, STMicroelectronics, 4A-148
11:00 – 11:30	Enabling next-gen embedded vision systems with MIPI I3C Marie-Charlotte LECLERC, STMicroelectronics, 4A-148
11:30 – 12:00	Expectations and Initiatives for Automotive Chiplets Stewart Bell, Socionext, 4A-628
12:00 – 12:30	Services und Individualisierung für Elektronikgehäuse Patrick Hartmann, PHOENIX CONTACT, 1-434
12:30 – 13:30	Mittagspause – <i>Lunch break</i>
13:30 – 14:00	The new nRF54L Series - longer battery lifetime of Bluetooth LE devices Sam Presley, Nordic Semiconductor, 4A-310
14:00 – 14:30	EU Cyber Resilience Act: Helping designers become fully compliant Laurent SUSTEK, STMicroelectronics, 4A-148

AUSSTELLERFORUM Exhibitor's Forum		AUSSTELLERFORUM Exhibitor's Forum	
Mittwoch · <i>Wednesday</i> , 12.3.2025		Mittwoch · <i>Wednesday</i> , 12.3.2025	
Zeit · <i>Time</i> Halle 3A · <i>Hall</i> 3A, Stand 3A-631		Zeit · <i>Time</i> Halle 5 · <i>Hall</i> 5, Stand 5-210	
14:30 – 15:00	Real world post-quantum cryptography for embedded systems Jacques FOURNIER, STMicroelectronics, 4A-148	16:00 – 16:30	Making the Software Defined Vehicle real Robert Day, ARM, 4-504
15:00 – 15:30	Die Welt von Morgen: Zwischen selbstfahrenden Autos, Service-Robotik und persönlichen KI-Assistenten Prof. Dominik B.O. Bösl, Farnell, 3A-528	16:30 – 17:00	Addressing Security Challenges with Open Architecture Security Elements Jan Pleskac, TROPIC SQUARE, 5-373
15:30 – 16:00	Single Pair Ethernet - available PHYs and Switches for the existing and upcoming standards Karl Lehnhoff, EBV Elektronik, 3A-125	Donnerstag · <i>Thursday</i> , 13.3.2025	
16:00 – 16:30	How to manage your device's digital identity with a trusted and secure approach Benjamin BARATTE, STMicroelectronics, 4A-148	Zeit · <i>Time</i> Halle 2 · <i>Hall</i> 2, Stand 2-635	
16:30 – 17:00	Sustainable, flexible semiconductor technology for embedded systems Drew Reidy, Pragmatic Semiconductor, 5-312	Session 3A, Start-up Excellence (Christoph Rommel)	
Zeit · <i>Time</i> Halle 5 · <i>Hall</i> 5, Stand 5-210		10:00 – 10:15	Day 3 Kick-Off Start-ups in Focus: Innovation, Passion, Impact
9:00 – 9:30	Unlock the Potential of Cloud Manufacturing for Your Brownfield Plant Fabio Oettl, Abhijith Raghavendra, Naveen Suryakumar, SUSE, 5-342	10:15 – 10:30	Industry Business Pitch Renasas
9:30 – 10:00	Transforming the Future with Real-Time Edge AI Avijit Sinha, Michael Maxey, Wind River, 5-253	10:30 – 11:00	Start-up Pitch Session 6 5 start-up pitches
10:00 – 10:30	Agile Transformation in Mechanical Engineering Matthias Müller, Oliver Krakow, Cloudflight Germany, 4-450	11:00 – 11:30	Industry Expert
10:30 – 11:00	Modern Methods & Tools to Become a Development & Debugging Hero Chuck Brokish, Greenhills, 4-325	11:30 – 12:00	Start-up Innovation III
11:00 – 11:30	Tools for development-related precompliance troubleshooting Konstantin Uhle-Wettler, Langer EMV-Technik, 5-270	12:00 – 12:15	Mittagspause – <i>Lunch break</i>
11:30 – 12:30	Expert Panel: Implementing the Cyber Resilience Act (CRA) Dr. Julien Bernet, Head of Security, Witekio Mark Hermeling, VP of Global Solutions Engineering, CodeSecure Caren Kresse, Member of the Board of Directors, OSADL Host: Prof. Dirk Pesch, ewC Steering Committee, University College Cork	12:15 – 12:30	NürnbergMesse Welcome address
12:30 – 13:30	Mittagspause – <i>Lunch break</i>	12:30 – 13:00	Opening message Secretary of State Gotthardt
13:30 – 14:00	High-Performance, Small Form Factor Open Standard SoMs Matthew Burns, Samtec, 4A-324	13:00 – 14:00	women4ew NürnbergMesse
14:00 – 14:30	AI-Defined Vehicles are coming: automotive computing trends unleashing innovation Guil Marshall, ARM, 4-504	Secretary of state guided tour in start-up City	
14:30 – 15:00	Unveiling the 3rd Generation Automotive Grade NOR-Flash: 45nm Innovation for Unmatched Performance and Longevity Conrado Canio, Gigadevice Semiconductor, 5-129	14:00 – 15:00	women4ew Get-together in start-up City
15:00 – 15:30	Supporting your AIoT Anywhere with Arm-based GD32 Microcontrollers Andreas Erlebach, Gigadevice Semiconductor, 5-129	Day 3 afternoon Kick-Off	
15:30 – 16:00	AURIX(TM) TC4x: Leading the Way in Safe, Secured and Smart Mobility Karel Heurtefeux, Infineon, 4A-138	Industry Business Pitch (NXP, Fabian Faul)	
		Start-up Pitch Session 7 5 start-up pitches	
		15:00 – 15:30	Student rallye – winner announcement NürnbergMesse, PirateX
		15:30 – 18:00	Networking

Donnerstag · Thursday, 13.3.2025

Zeit · Time Halle 3 · Hall 3, Stand 3-611

10:00 – 10:30	Getting Up to Speed with RTOS-based Firmware Development Ali Anjaani, Nordic Semiconductor, 4A-310
10:30 – 11:00	Production of PCB prototypes: Etching, milling, laser processing Jan-Hendrik Guttman, LPKF Laser & Electronics SE, 2-100
11:00 – 11:30	Avoiding Patent Conflicts in Device Software Development Andy Walter, Cloudflight Germany, 4-450
11:30 – 12:00	From RTOS to Linux: Navigating OS Options for the Intelligent Edge Michel Chabroux, Wind River, 5-253

Zeit · Time Halle 3A · Hall 3A, Stand 3A-631

10:00 – 10:30	Sensors: Easily bring intelligence to the edge Lisa TROLLO, STMicroelectronics, 4A-148
10:30 – 11:00	LPWAN: which technology best fits IIoT use cases? Filippo COLAIANNI, STMicroelectronics, 4A-148
11:00 – 11:30	Decision Making at the Edge with AI-Driven Sensors Tom Sharkey, ANALOG DEVICES, 4A-360
11:30 – 12:00	How to Balance System Energy Efficiency, Carbon Reduction, and Stability with Winbond's new WQFN12 William Chen, Winbond, 4A-635
12:00 – 12:30	Releasing the AI bottleneck with the right memory Wil Florentino, Micron, 3A-117

Zeit · Time Halle 5 · Hall 5, Stand 5-210

10:00 – 10:30	Easy-to-use microcontroller configuration and evaluation with AURIX (TM) Configuration Studio Stefan Kluwe, Infineon, 4A-138
10:30 – 11:00	Enabling the Next Generation of Optical Connectivity in Embedded Applications Matthew Burns, Samtec, 4A-324
11:30 – 12:30	Expert Panel: Enabling the Next Generation of Optical Connectivity in Embedded Applications Dr. Jean Caron, Vice President Sales & Support EMEA, euresys (a TKH Vision brand) Yash Kharia, Director Product Management, Industrial Embedded IoT Business, Qualcomm Dr. Martin Klenke, Director Business Development, Teledyne Imaging Jan-Erik Schmitt, Vice President, Vision Components Jan-Friso Blaqui�re, Vice President Sales, Hailo Host: David L�h, Editor-in-Chief, inspect, Wiley-VCH

Alle Angaben ohne Gew hr.  nderungen vorbehalten. No responsibility accepted for errors. Subject to change. Stand/Date: 31.1.2025

Das gesamte Programm des Ausstellerforums und der Expert Panels finden Sie auch unter www.embedded-world.de/programm und auf Informations-Stelen vor Ort.

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Learn more about the challenges and opportunities as a woman in the tech industry and exchange ideas. Don't miss your chance to learn from the speakers and take part on

Thursday, 13 March 2025, 13:00 – 15:00

start-up City, Hall 2, 2-412, 2-635

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In the first part of the event, the speakers from the industry will take part in a moderated panel discussion on stage. They will talk about their experiences and important topics from mentoring to the importance of education.

Afterwards, in the second part of the event, there will be plenty of time for networking and conversation – with snacks and drinks in the start-up City.

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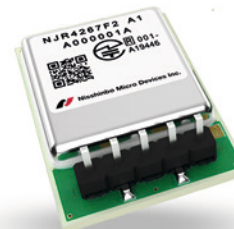
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