



PRESS RELEASE

March 2017

Embedded Vision – the ‚Next Big Thing‘?

- **Machine vision is conquering new fields of application**
- **Panel discussion on 15 March at the embedded world fair 2017**

Autonomous driving will be one of the major trends in the years and decades to come. Camera-based safety systems will pave the way for self-driving cars and many other innovations. Many opportunities created by these embedded vision systems can only be imagined – but they are on their way!

The potential inherent in these technologies, how long it will take until the breakthrough takes place and what is already reality today will all be discussed in a special panel discussion on the trend topic “Embedded Vision”, which will be organised by VDMA Machine Vision and the embedded world, the world’s leading trade fair for embedded systems.

Embedded Vision – the ‘Next Big Thing’?

Panel discussion about today’s status of embedded vision and the potentials ahead

When: 15 March 2017, 3:00 – 4:00 p.m.

Where: embedded world, NürnbergMesse, **forum in hall 3A**

Participants:

- Richard York, VP Embedded Marketing, ARM Ltd.
- Arndt Bake, Chief Marketing Officer, Basler AG
- Jeff Bier, Founder, Embedded Vision Alliance, and President, BDTI
- Olaf Munkelt, Managing Director, MVTec Software GmbH
- Markus Tremmel, Driver Assistance Systems Chief Expert, Robert Bosch GmbH
- Nick Ni, Senior Product Manager, Embedded Vision and SDSoc, XILINX

“Embedded Vision will open up new fields of application for the machine vision industry – whether it is in the factory of the future, traffic, retail, consumer products or in the medical sector. Many future visions can be realised only with

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embedded vision. The topic evokes great interest – among the machine vision community as well as among developers and users of embedded systems,” says Olaf Munkelt, Chairman of the Board of VDMA Machine Vision. Benedikt Weyerer, Director Exhibitions, NürnbergMesse adds: “With embedded vision the embedded world will once again be introducing a topic of the future. Machine vision is an important subject and the embedded world is the right place to present it. We are looking forward to a panel discussion featuring high-calibre participants and to cooperating with VDMA Machine Vision.”

Free ticket for the embedded world 2017

Visitors can download a free electronic day entry ticket for the embedded world and the panel discussion on embedded vision at www.embedded-world.de/voucher. Just pre-register and use the e-code: "ew17VISION".

Machine vision – a growth market

The machine vision industry in Germany and Europe has been reporting high growth numbers and record sales figures for years. Sales in the industry have more than doubled in the years 2005 – 2015. The German machine vision industry alone achieved in all likelihood a record turnover of 2.3 billion euros in 2016 (+11 percent).

About VDMA Machine Vision

VDMA is the largest industrial association in Europe, and has more than 3100 member companies in the capital goods industries as well as in machine and plant construction. As part of the VDMA Robotics + Automation association, VDMA Machine Vision has more than 115 members: vendors of machine vision systems and components, as well as integrators. The objective behind this industry-driven platform is to support machine vision with a wide range of activities and services. Its focal efforts include statistical analyses and the annual market survey of the machine vision industry, marketing activities, public relations, trade fair policy, as well as networking events and conferences. More information is available at www.vdma.org/vision.

About embedded world

The 15th edition of the embedded world will again exceed all previous record figures. The trade fair dealing with embedded technologies is THE leading fair of the sector. Last year's booked exhibition areas have long been exceeded and, for the first time, well over 1,000 exhibitors are expected from all over the world. The success of the event can be put down to the red-hot trends and



developments presented here. The embedded world is a trade fair organised by experts for experts. Apart from exhibition events the embedded world boasts two additional congresses, the embedded world conference and electronic displays conference, dedicated hall areas on the topics “electronic displays”, “M2M” and “safety&security”, the high-calibre discussion panel “Safe for the future” as well as the STUDENT DAY on the third day of the fair.

About NürnbergMesse

NürnbergMesse is one of the 15 largest trade fair companies in the world. Its portfolio covers around 120 national and international trade fairs and congresses at the Nuremberg location and worldwide.

Each year around 30,000 exhibitors and up to 1.4 million visitors participate in the events organised by NürnbergMesse Group, as well as other partner and guest events. MesseNürnberg is represented by subsidiary companies in China, North America, Brazil, Italy and India. The share of international exhibitors at events staged by NürnbergMesse is 41 percent, the international share of trade visitors is 24 percent. Worldwide, the NürnbergMesse Group has a network of around 50 representative agencies which are active in over 100 countries.

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