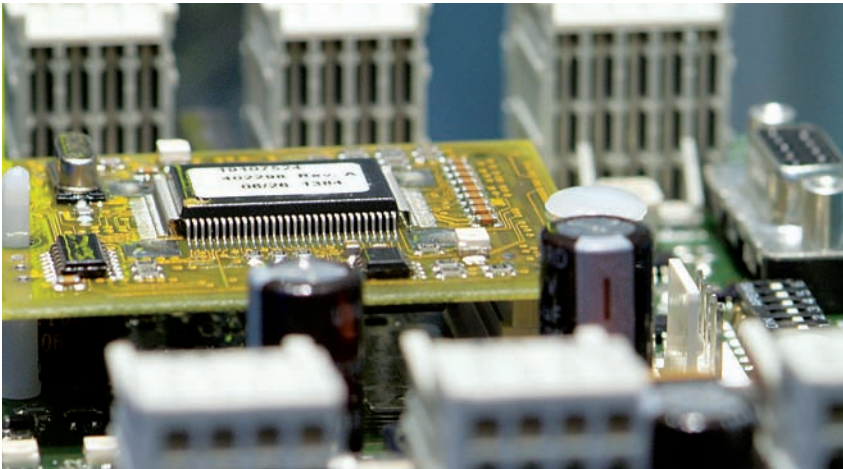


embedded facts

The ideal platform for integrated business.



20,215 visitors, 48% of them from abroad, attended **e**lectronica embedded in 2006 to gather information about the latest innovations of 177 well-known German and international manufacturers. Visitors hold the exhibition in very high regard: 85% of those surveyed gave **e**lectronica embedded a rating of good to excellent for quality.

The thing that makes **e**lectronica embedded so appealing to exhibitors is the importance of its visitors, 75% of whom hold executive positions. However, there is also another key factor: 86% of all visitors are involved in investment decisions. The results of **e**lectronica embedded: highly satisfied visitors on the one hand, and high-quality, high-quantity contacts for exhibitors on the other.

And it is all in the context of **e**lectronica, the industry's only exhibition that makes the complex world of electronics completely transparent in all of its breadth, depth and diversity. From semiconductors, passive and electromechanical components, solutions for system periphery, displays, power supplies, EMS, EDA and software in electronics to the latest trends and developments related to the driving forces behind innovation, i.e. automotive, wireless, embedded and micro/nano applications. In 2006, a total of 77,748 visitors from 124 countries, 2,961 exhibitors from 47 countries and some 850 journalists from around the world documented **e**lectronica's unique significance and innovative strength for the industry. It is, after all, the **world's leading exhibition for components, systems and applications in electronics.**

This flyer tells you which target groups you will reach when you exhibit in the **e**lectronica embedded sector.

Highlights*:

20,215 visitors, of which
48% are from abroad

177 suppliers of
embedded innovations

85% of all visitors gave
electronica embedded
a rating of good to excellent

86% of all visitors participate
in investment decisions

75% of all visitors hold
executive positions

electronica embedded features:

- > **Development tools, software**
- > **Modulators**
- > **Coders/decoders**
- > **Microprocessors**
- > **Microcontrollers**
- > **Microcomputers**
- > **ICs for bus systems**
- > **DDI and other network-technology components**
- > **Network subsystems**
- > **Interfaces**
- > **Memories and memory peripherals**
- > **System solutions**



electronica 2008
embedded

23rd International Trade Fair

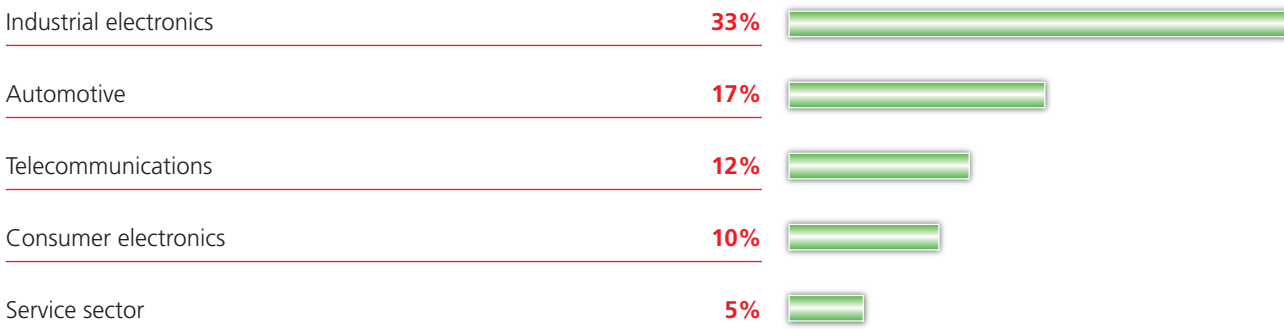
New Munich Trade Fair Centre
November 11–14, 2008

www.electronica.de

Numerous sectors. Numerous applications. Countless possibilities.

You can look forward to meeting a number of prominent guests from other branches of industry with outstanding sales potential, such as industrial electronics or automotive.

electronica embedded visitors' branches of origin *

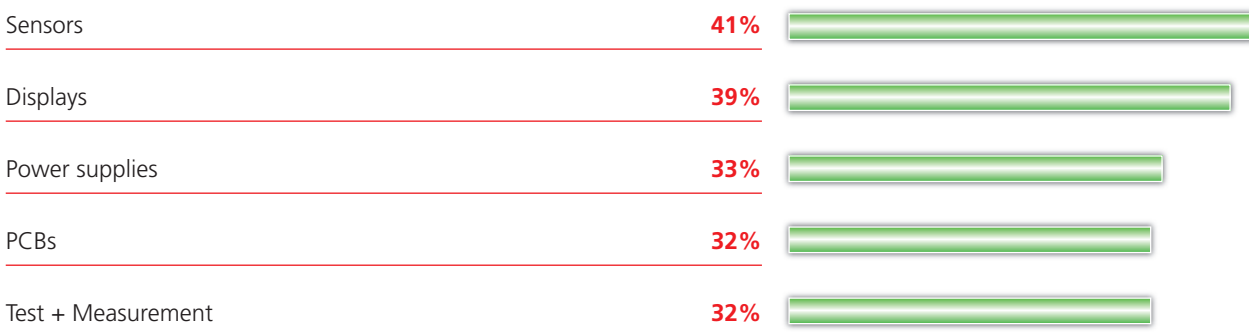


* Question: To which sector/branch of industry does your company/organization belong? Multiple responses possible

Varied interests. Business for your business.

Visitors from other exhibition sectors are also extremely interested in electronica embedded. The result: enormous additional potential for you as an exhibitor.

electronica embedded visitors also come from the following sectors*



* Question: Which exhibition sectors at electronica did you visit or are you planning to visit?

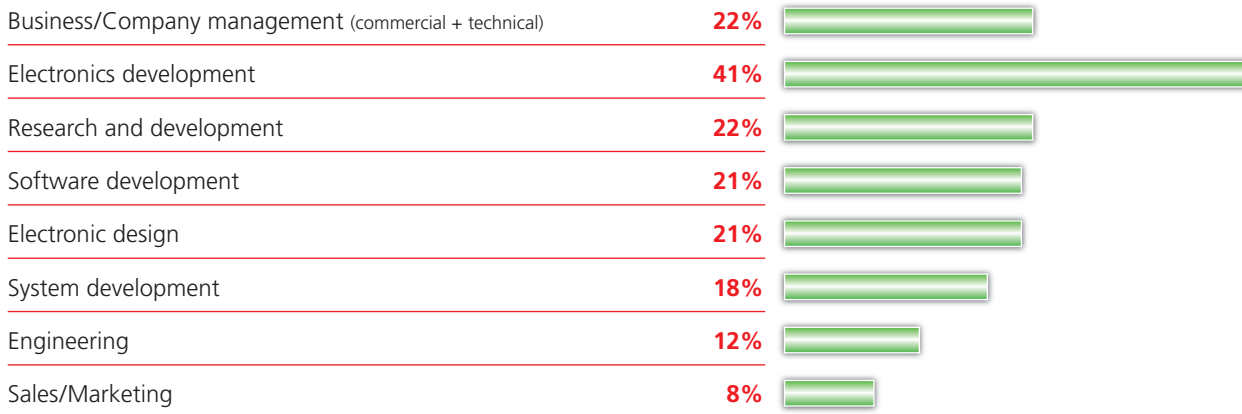
Basis: Trade visitors interested in specific products. Multiple responses possible

embedded facts

Talk to decision-makers, designers and users.

electronica embedded promotes targeted dialog at all levels, because the various visitors who attend the fair cover all of your prospective customers' relevant activities and areas of responsibility in their entirety.

electronica embedded visitors' areas of responsibility*

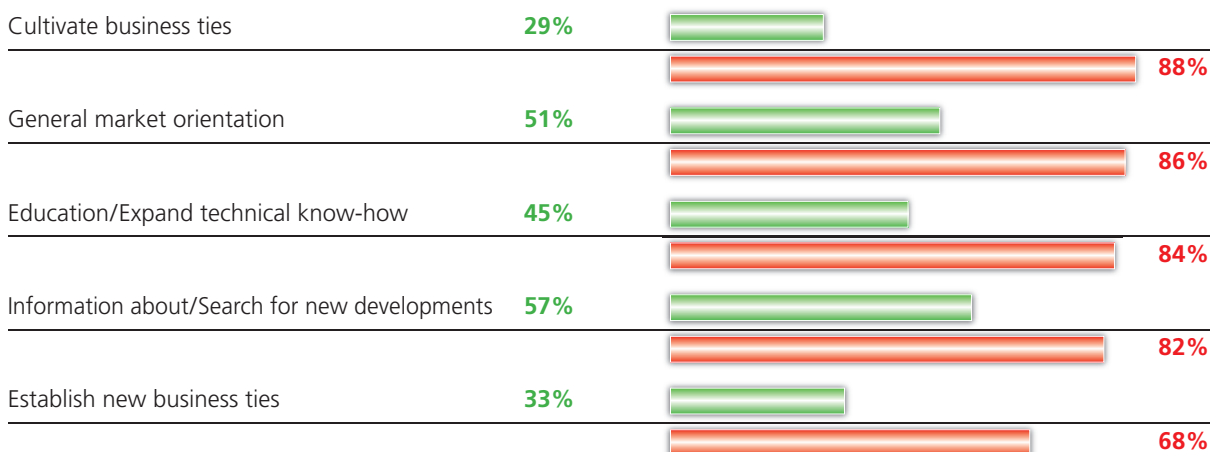



* Question: In what area of responsibility do you work? Multiple responses possible

Finding customers, retaining customers and monitoring markets.

Whether you want to establish new business contacts or cultivate existing ones, or to gather specific information about the market and the latest trends, electronica embedded visitors have clear-cut objectives, and they reach them, too.

electronica embedded visitors' objectives and those who reached them (rated fair as "good" to "excellent")*

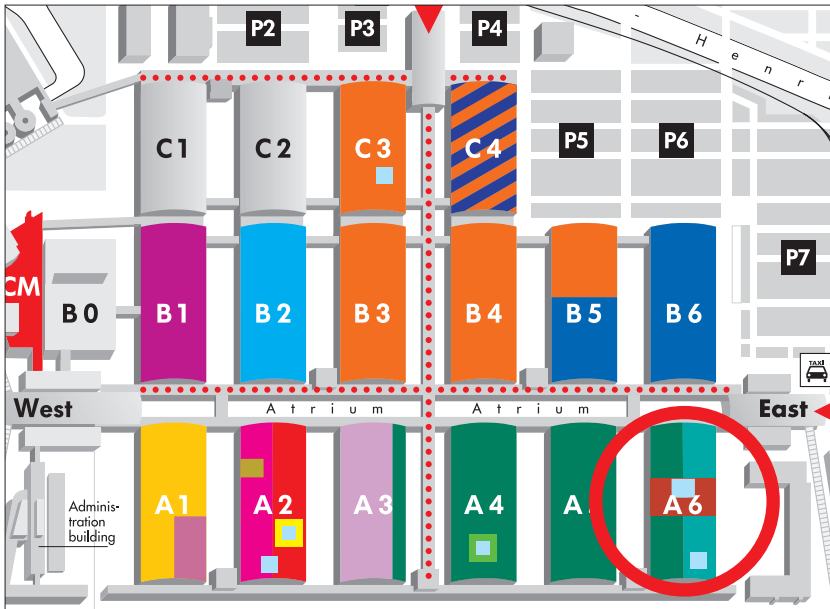


 * Objectives—Question: What are the aims of your visit to electronica embedded? Multiple responses possible

 * Objectives reached—Question: To what extent have you been able to fulfil these aims? Multiple responses possible

embedded facts

electronica embedded in Hall A6.



Visitors of **e**lectronica embedded 2006 (excerpt):

ACTE Embedded Technology AB • AEG MIS Gesellschaft für moderne Informationssysteme • Agfa Healthcare GmbH • alpha 2000 GmbH • AMI Semiconductor Inc • Analog Devices GmbH • Arrow Central Europe GmbH • as electronics GmbH • Ascom (Schweiz) AG • Atmel • AUDI AG • Avnet EMG GmbH • Avnet Memec • Balluff GmbH • Bang & Olufsen Audio Visual A/S • BASF • Berger Elektronik GmbH • BMW AG • Bosch und Siemens Hausgeräte GmbH • Bourns Sensors GmbH • Carl Zeiss • Cherry GmbH • Continental Temic • Daetwyler Electronics • Daimler Chrysler AG • DECOMSYS GmbH • Delphi Delco Electronics Europe GmbH • ditronics gmbh • DPS Software GmbH • E+E Elektronik • EADS Deutschland GmbH • EBV Elektronik GmbH & Co. KG • Elma Trenew • embedded wireless GmbH • EMERSON NETWORK POWER • EN ElectronicNetwork AG • EnOcean GmbH • ept, Inc. • Ericsson • Eurotech Group • Fagor Automation. S.Coop • Flextronics International Germany GmbH & Co. KG • Fraunhofer IIS • Fraunhofer-Institut für Mikroelektronische Schaltungen und Systeme • Freescale Halbleiter Deutschland GmbH • FRIATEC AG • FS Forth-Systeme GmbH • Harman/Becker - Automotive Systems GmbH • Hirschmann Automation and Control • Honeywell GmbH • Hy-Line Communication Products • HYPERTAC AG • IAV GmbH • IBM Deutschland GmbH • IFTEST AG • Infineon Technologies AG • Intel Corporation • Intermas-Elcom GmbH • Itronics • Jung Electronic GmbH • Kontron Embedded Computers GmbH • Kristronics GmbH • LINOS Photonics GmbH & Co. KG • Listec GmbH • Loewe Opta • Mechatronic AG • Mercedes-Benz Technology GmbH • Micro Design GmbH • Microdis Electronics • Micronas GmbH • MOTOROLA GmbH • Nokia • Nu Horizons Electronics Corp. • NXP Semiconductors • ON Semiconductor Germany GmbH • Panasonic Electronic Devices Europe GmbH • Phoenix Technologies Ltd • PRETTL Engineering Center, • QNX Software Systems • Quantum Research Group • RADIALL SA • Rafi Elettronica SpA • Robert Bosch GmbH • Rohde & Schwarz • rotec GmbH • Saia-Burgess Controls AG • Schaffner Electrotest GmbH • Schroff GmbH • Seuffer GmbH • SICK AG • Siebert Industrie Elektronik GmbH • Siemens AG • Siemens VDO Automotive • Signalbau Huber GmbH • SILICA - An Avnet Company • Solid State Supplies plc • Sony France • Spoerle Electronic GmbH • systerra computer GmbH • technotrans AG • tecnotron elektronik GmbH • Texas Instruments • THALES Defence Deutschland GmbH • The Institution of Engineering and Technology • Toshiba • TQ-Systems GmbH • Trumpf Laser Marking Systems AG • TTI Inc. • Tyco Electronics • Ultratronik GmbH • Vacuumschmelze s.r.o. • VALEO • Visteon Deutschland GmbH • vossloh-schwabe • Vötsch Industrietechnik • WAGO Kontakttechnik GmbH & Co.KG • Wavecom • wentronic GmbH • Zollner Elektronik AG



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