

# b@bb@dme

embedded—facts and figures

## FOCUSING ON KEY TECHNOLOGIES AND APPLICATIONS

The themes of the exhibition, the range of forward-looking innovations, the tremendous response: **e**lectronica embedded at **e**lectronica demonstrates its unsurpassed importance to the entire industry.

**Embedded: A complete success in 2008**

**Strong presence:** 206 companies had embedded products and services

**Great appeal:** 20,432 visitors, or 28% of all visitors, visited **e**lectronica embedded

**High satisfaction:** Excellent ratings from exhibitors and visitors alike

get the whole picture

24th International Trade Fair  
New Munich Trade Fair Centre  
09–12 November 2010  
[www.electronica.de](http://www.electronica.de)



**electronica** 2010  
embedded

# ytirevib

diversity that meets all your needs

## electronica embedded themes

- Development tools, software
- Development tools, hardware
- Hardware
- Peripheral systems
- DDI and other network-technology components
- Memories and memory peripherals
- System solutions

## embedded Forum: Outstanding innovation platform

### Perfect location:

At the heart of the embedded sector

### Latest hot topics:

Innovative technologies that are important to the market

### Appealing attraction:

Strong attendance, plenty of attention

## VISITOR PROFILE:

The more than **20,000 visitors** at electronica embedded represent practically the entire electronics industry—and in all key categories.

### Job position\*

- Self-employed entrepreneur, owner, freelance **12%**
- Managing director, board member **9%**
- Department/team/group/division head **16%**
- Project director in management capacity **13%**
- Other employees, specialists, civil servants **33%**

### Department\*

- Company/business/plant management **15%**
- Development: Hardware **49%**
- Development: Software **34%**
- Design **14%**
- Research (basic) **11%**

### Visitors by company size\*

- 1–4 employees **9%**
- 20–49 employees **12%**
- 200–499 employees **12%**
- 1,000–9,999 employees **12%**
- 10,000 employees and more **10%**

### Influence on purchasing/acquisition decisions\*

- Major influence **24%**
- Help to decide **31%**
- Advisory capacity **25%**

### Sector/branch of industry\*

- Use/application of electronic components/assemblies/subsystems **28%**
- Manufacture of electronic assemblies/subsystems **18%**
- Research and development **17%**
- Manufacture of electronic components **12%**
- Service sector **8%**

### Primary area(s) of interest\*

- Industrial electronics **38%**
- Automotive **11%**
- Medical electronics **11%**
- Wireless **11%**
- Electronics for other consumer goods **10%**
- Wired telecommunications **10%**
- Services **6%**
- Power engineering **8%**
- Consumer electronics **7%**
- Military/defense electronics **6%**
- Electronics for aviation/aerospace **6%**

\*Excerpt from TNS Infratest survey of visitors at electronica 2008 for the "embedded systems" exhibition sector, multiple responses possible in some cases.

# better

ratings—why exhibitors and visitors come—and come again

## EXHIBITOR RATINGS:

**91% of all exhibitors** stated that their target groups were present!

**Exhibitors in the **e**lectronica embedded sector rated the fair as good to excellent in the following areas\***

- Share of international visitors **88%**
- Quality of visitors **88%**
- Fair's leading role in the industry **88%**
- Transparency/breakdown of exhibits **85%**
- Program of related events (conferences, forums, CEO Round Table, etc.) **85%**
- Quality of exhibitor services provided by organizer **86%**

\*Excerpt from TNS Infratest survey of exhibitors at **e**lectronica 2008

## VISITOR RATINGS:

**e**lectronica embedded visitors have a high opinion of the fair in general and of the **e**lectronica embedded sector.

- Gave **e**lectronica a rating of good to excellent for the scope and completeness of its exhibits** **98%**
- Gave the **e**lectronica embedded sector a rating of good to excellent** **89%**
- Gave the embedded Forum a rating of good to excellent** **88%**

**Planning to attend the next **e**lectronica:**

**78%** of all visitors in the **e**lectronica embedded sector stated that they would probably or definitely attend the next **e**lectronica.

All statistics based on TNS Infratest survey of visitors at **e**lectronica 2008.

### Exhibitors at **e**lectronica embedded (excerpt from 2008)

A.R. Bayer DSP Systeme GmbH • AAeon Technology GmbH • Abacus Embedded • ABS Gesellschaft für Automatisierung, Bildverarbeitung und Software GmbH • Advanced Micro Devices • Advantech Europe GmbH • altec ComputerSysteme GmbH • Analog Devices • AXIOMTEK Deutschland GmbH • Beck IPC GmbH • congatec AG • Dacom West GmbH • DENX Computer Systems GmbH • Denx Software Engineering GmbH • Digi International • DSM Computer AG • EASYCODE GmbH • EBV Elektronik GmbH & Co. KG • embedded-Logic GmbH • EMTrust GmbH • ERCO & GENER • Euros Embedded Systems GmbH • Farnell GmbH • Fastwel Group Co. Ltd • Freescale Halbleiter Deutschland GmbH • Garz & Fricke GmbH • Green Hills Software GmbH • Hilscher Gesellschaft für Systemautomation GmbH • Honeywell International Inc. • INCOstartec GmbH • Industrial Computer Source (Deutschland) GmbH • Ineltek GmbH • Ineltra AG • Infineon Technologies AG • ixlogic ag • Kontron AG • Melexis NV • Microchip Technology • NEC Electronics (Europe) GmbH • Nu Horizons Electronics GmbH • NXP Semiconductors • Parasoft Deutschland GmbH • PHYTEC Technologie Holding AG • pls Programmierbare Logik & Systeme GmbH • Renesas Technology Europe Ltd. • RS Components GmbH • Scantec Mikroelektronik GmbH • SE Spezial-Electronic AG • SILICA (An Avnet Company) • Silicon Laboratories Inc. • Spansion Inc. • spectra Computersysteme GmbH • SPHINX Computer Vertriebs GmbH • STMicroelectronics N.V. • Texas Instruments Deutschland GmbH • TQ-Components GmbH • Vector Informatik GmbH • Vishay Electronic GmbH • ZMD AG

# electronica embedded

advantage for exhibitors: more chances for new customers

## ACTIVATE ADDITIONAL SALES POTENTIAL.

Visitors in other exhibition sectors come to **electronica embedded** in large numbers.

Exhibitors in this sector can expect a great deal of acceptance and to tap new sales potential.

	Share of visitors in other exhibition sectors who also visited "Embedded Systems"	Visitors in management positions	Gave "Embedded Systems" rating of good to excellent
Wireless	50%	49%	86%
Electronic Design (ED/EDA)	50%	48%	92%
Displays	45%	40%	89%
Sensor technology	40%	36%	83%
Power supplies	38%	35%	90%
Semiconductors	35%	34%	89%
Automotive	35%	35%	89%
Test and measurement	33%	36%	90%
PCBs, other circuit carriers and EMS (electronic manufacturing services)	33%	30%	89%
Passive components	24%	19%	91%

All statistics based on TNS Infratest survey of visitors at **electronica** 2008.

### Visitors at **electronica embedded** (excerpt from 2008)

ABB AG • AERO-LASER GmbH • Austrian Gaming Industries GmbH • Bachmann electronic GmbH • Becker-Antriebe GmbH • BMW • Bosch Rexroth • brose Fahrzeugteile GmbH • BSH Bosch und Siemens Hausgeräte GmbH • Conti Temic microelectronic GmbH • DIAL-Electrolux Ltd. • Diehl Aerospace GmbH • DLR - Deutsches Zentrum für Luft- und Raumfahrt • Draeger Medical B.V. • E.G.O. Elektrogerätebau GmbH • EADS Defence & Security • ECAS ELECTRO SRL • elbit systems ltd. • Electrocomp • Elektrina d.o.o • Elektrowerkzeuge GmbH Eibenstock • Elin EBG Traction • Eltronic Antriebstechnik AG • Eurocopter • Fernwärme Wien GmbH • Festo AG & Co. KG • Flir Systems AB • Fresenius Medical Care Deutschland GmbH • Fujitsu Siemens Computers • Funkwerk Dabendorf GmbH • GE FANUC Intelligent Platforms GmbH & Co. KG • General Electric • Giesecke & Devrient GmbH • Green Energy Technologies Limited • Grundig Business Systems GmbH • GS elektromedizinische Geräte GmbH • Harman International • Heidelberger Druckmaschinen AG • Hilti Entwicklungsgesellschaft mbH • Hirschmann Car Communication • IAR System AB • IAV GmbH • Institute for Communication and Information Engineering • IskraTel Electronics d.o.o. • Johnson Controls • Kathrein Werke KG • Knorr Bremse AG • Krauss-Maffei Wegmann GmbH & Co. KG • KUKA Roboter GmbH • Lear Corporation • Leica Camera AG • Liebherr-Elektronik GmbH • Loewe Opta GmbH • Lufthansa Technik AG • Magna Donnelly Engineering GmbH • Magneti Marelli • MAN Diesel • Messerschmitt Systems AG • Microsoft Deutschland GmbH • Miele & Cie KG • Nokia Siemens Networks • OCE Printing System • Olympus Softimaging Solutions GmbH • Philips Austria • PSA Peugeot Citroen • Rheinmetall Defence Electronics • Robert Bosch GmbH • Roche Diagnostics AG • SAAB UNDERWATER SYSTEMS • Samsung Electronics • Schaeffler KG • Sennheiser Electronic GmbH & Co. KG • Siemens AG • SkiData AG • Skoda Elektrik a.s. • Sony Ericsson Mobile Communications AB • Stäubli Sargans AG • SWISSPHONE TELECOM AG • Thales Rail Signalling Solutions GmbH • TRIDONICATCO Ges.mbh & CO. KG • TRW Automotive • Varta Microbattery GmbH • Vestas Wind Systems A/S • Visteon Deutschland GmbH • Volkswagen AG • Volvo Car Corporation • Vorwerk Elektrowerke GmbH & Co. KG • Webasto AG • Yamaha Fine Technologies Co., Ltd. • ZF Friedrichshafen AG

# gnitivni

a trade show couldn't be more inviting.



- A1** Electronic design (ED/EDA)
  - A1** Test and measurement
  - A2** micronano-systems
  - A2** Servo-technology/drive elements
  - A2** Sensor technology
  - A3** Displays
  - A3 A4 A5 A6** Semiconductors
  - A4** Wireless
  - A6** Automotive
  - A6** Embedded Systems
  - B1** PCBs, other circuit carriers and EMS
  - B2** Power supplies
  - B3 B4 B5 C3** Electromechanics/system peripherals
    - Interconnection components/systems
    - Switches, relays, keyboards
    - Casing technology
  - B5 B6** Passive components
  - C4** Joint national exhibits from Asia
  - Passive components
  - Electromechanics/system peripherals
- in all halls** Information gathering and services, Assemblies and subsystems

## electronica automotive

- ICM** electronica automotive conference
- A6** electronica automotive Forum Exhibition

## electronica embedded

- A6** electronica embedded Forum Exhibition
- A2** electronica Forum
- A3** e-Signage Forum
- B4** ZVEI Forum

- ICM** Wireless Congress Systems & Applications



hybridica

## PARTICIPATION ALTERNATIVES AND STAND OFFERS

### Stand concepts to your specifications in the

#### electronica embedded exhibition sector:

Whether you build your own stand, order a complete package including setup and dismantling or prefer the embedded combination package—our participation alternatives give you the greatest flexibility possible.

Additional information is available in the "Offers" flyer and at [www.electronica.de/stand](http://www.electronica.de/stand)

### Presentation timeslot in the embedded Forum:

As an exhibitor, you can also book a presentation timeslot (30 min.) in the embedded Forum to prominently showcase your products and services.

# bemrotni

other interesting information

## Exhibition

09–12 November 2010

Hours:

Tuesday–Thursday, 9 a.m.–6 p.m.

Friday, 9 a.m.–5 p.m.

New Munich Trade Fair Centre, Germany

## Setup

From Wednesday, 03 November 2010 (8 a.m.)

to Monday, 08 November 2010 (6 p.m.)

24 hours a day

## Dismantling

From Friday, 12 November 2010 (6 p.m.)

to Tuesday, 16 November 2010 (6 p.m.)

24 hours a day

## Foreign representatives

With six foreign subsidiaries and 66 foreign representatives serving 90 countries, Messe München International (MMI) has a global network. An up-to-date list of addresses is available at [www.electronica.de](http://www.electronica.de) > Exhibitor > Contact

## Helpful offers for exhibitors

Our range of services includes specially developed tools and measures that will help to make your exhibit a success. They include:

- Advice about your exhibit
- Invitation and contact management
- Marketing packages
- 90 partners for event services, hotel reservations and much more

[www.electronica.de/ExhibitorService](http://www.electronica.de/ExhibitorService)

## Organizer/Information

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