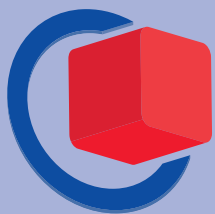


Nuremberg, Germany  
14–16.3.2017



**embeddedworld**

Exhibition&Conference

... it's a smarter world

**SHOW REPORT**

## 1. STRUCTURAL DATA

	TOTAL	GERMANY	INTERNATIONAL
Exhibitors	1,016 (939)	468 (474)	548 (465)
Visitors	30,017 (30,063)	18,488 (20,083)	11,529 (9,980)
Total exhibition space (in m <sup>2</sup> )	48,000 (42,100)	— (—)	— (—)
Exhibitor stand space (in m <sup>2</sup> )	25,698 (23,716)	15,595 (15,105)	10,103 (8,611)

## 2. CONGRESS

# 1,796

### PARTICIPANTS & SPEAKERS

sourced information at **8** keynotes,  
**49** sessions and **15** classes of embedded world  
Conference and electronic displays Conference.  
The top themes were:

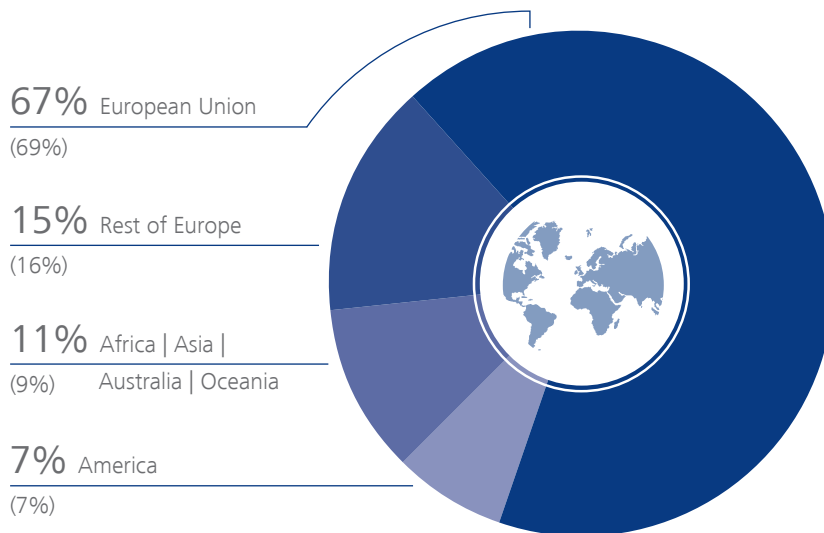
- Internet of Things
- Security
- Functional Safety
- Connectivity – Wireless Technologies
- Software Engineering
- Embedded Linux
- Display Future Trends

### 3. SELECTED RESULTS OF VISITOR REGISTRATION

#### 3.1 ORIGIN OF VISITORS

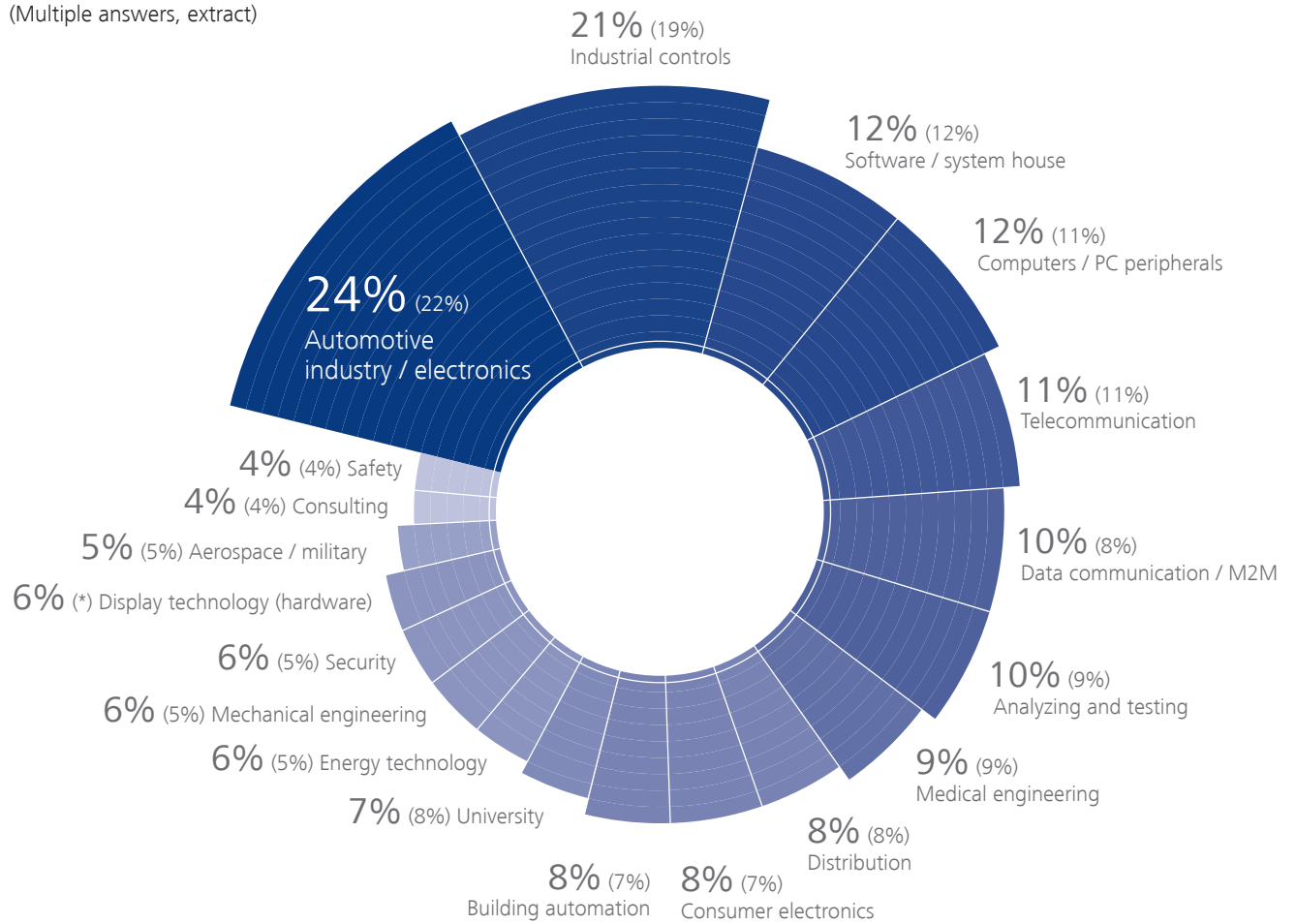


#### STRUCTURE OF INTERNATIONAL VISITORS

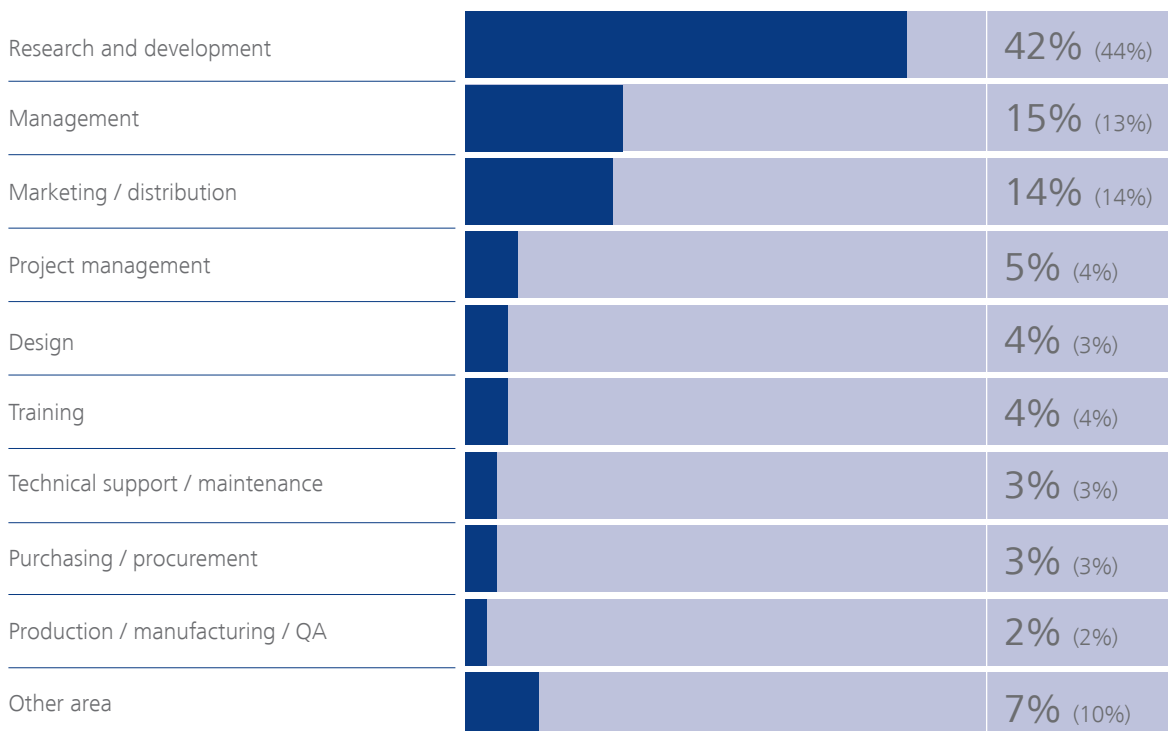


### 3.2 VISITORS' BRANCHES OF INDUSTRY

(Multiple answers, extract)



### 3.3 AREA OF RESPONSIBILITY

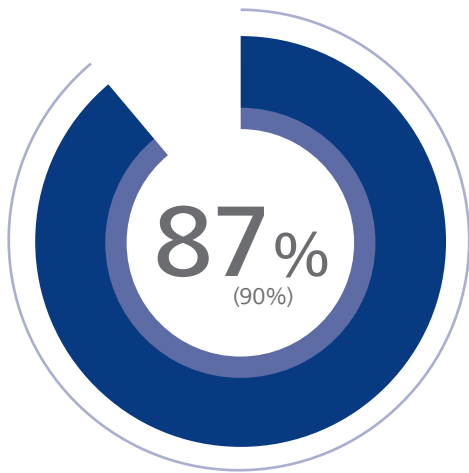


(Figures in brackets) = figures for previous event | Deviations from 100% possible due to rounding up | \* = no comparison possible

## 4. SELECTED RESULTS OF VISITOR SURVEY

### 4.1 DECISION-MAKERS

How important would you rate your influence on decisions on purchasing and materials management?

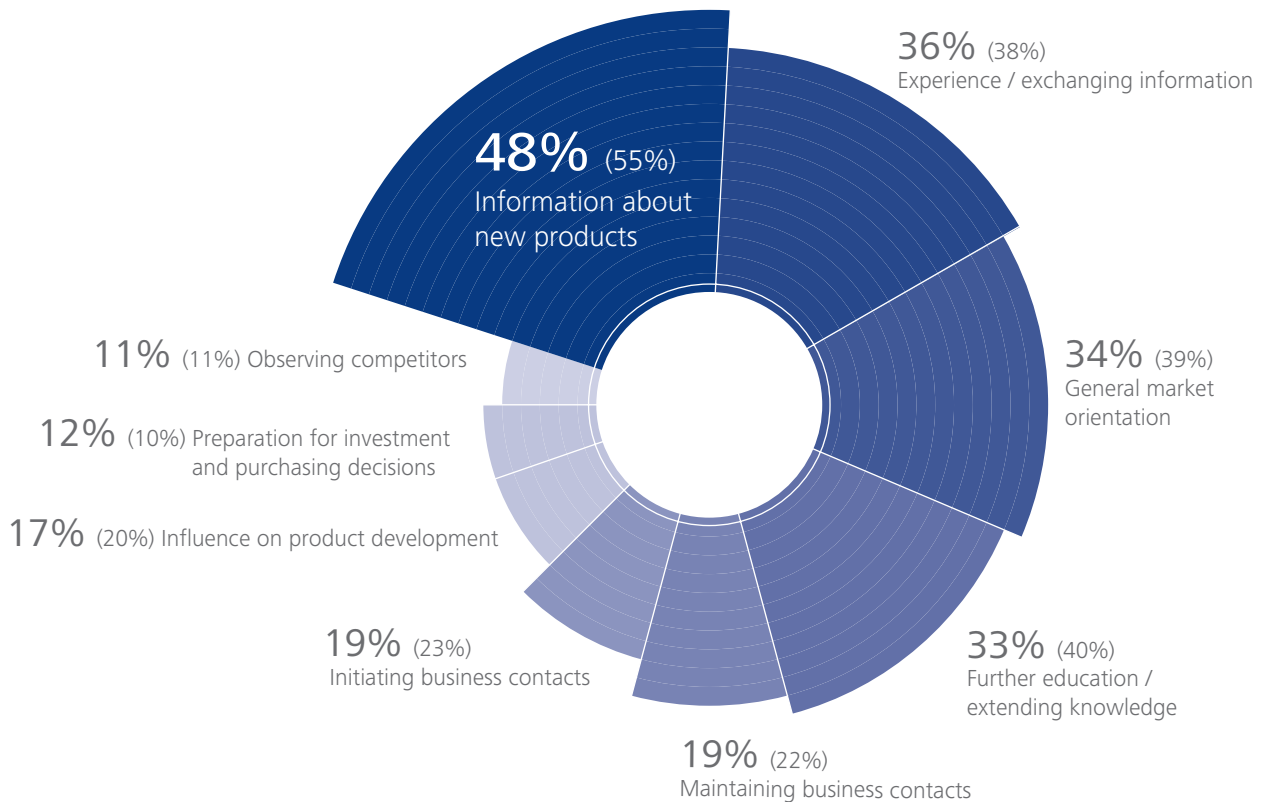


of the visitors are ...

involved in purchasing decisions in their company.

### 4.2 MAIN REASONS FOR VISIT

What are the main reasons for your visit to embedded world 2017? (Multiple answers, extract)



### 4.3 PRODUCT GROUPS (main interest of visitors)

Which product groups mainly interest you at embedded world 2017? (Multiple answers, extract)

#### HARDWARE:

Components		43% (43%)
Modules		37% (38%)
Hardware devices and modules for secure embedded systems		29% (28%)
Systems for various applications		27% (24%)

#### TOOLS:

Software		43% (43%)
Hardware		39% (38%)
Methods and tools for secure embedded systems		13% (15%)

#### APPLICATION SOFTWARE:

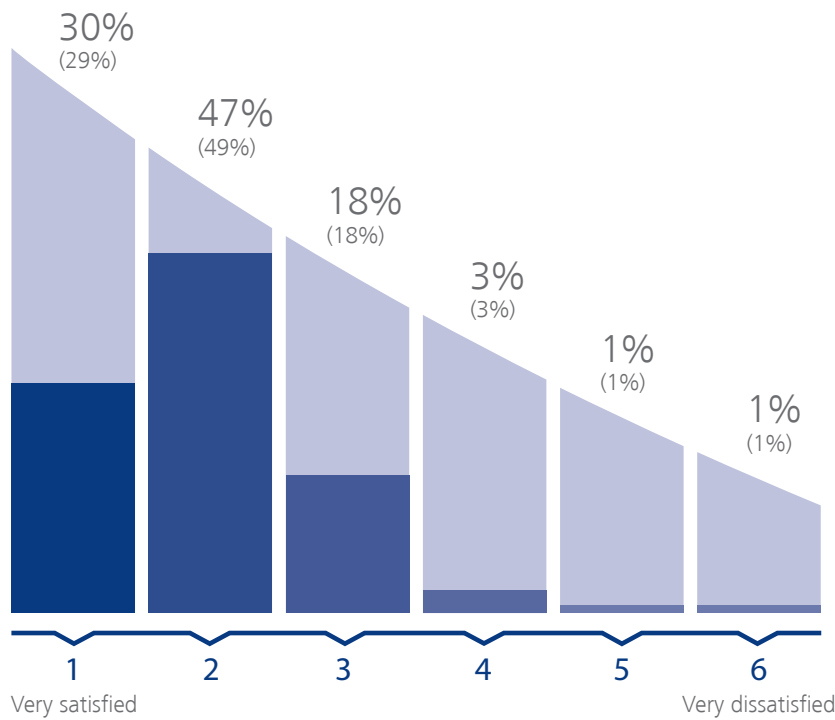
Real-time operating systems		25% (28%)
Software, algorithms and OS for secure embedded systems		17% (20%)
Communication software		13% (16%)
Data security		11% (14%)
Visualization software		11% (11%)
Virtualization		11% (10%)
Runtime environments		8% (9%)
Middleware		8% (10%)
BIOS		7% (7%)
Remote device management software		5% (5%)

**SERVICES:**

System development		20% (18%)
Electronic manufacturing		15% (17%)
Certification and approval / Security Certification Services		9% (8%)
Training		7% (7%)
Security Architecture		7% (7%)
Books		7% (7%)
Consulting		5% (5%)

**4.4 SATISFACTION WITH EXHIBITS**

Were you satisfied with the range of products/services presented at embedded world 2017?

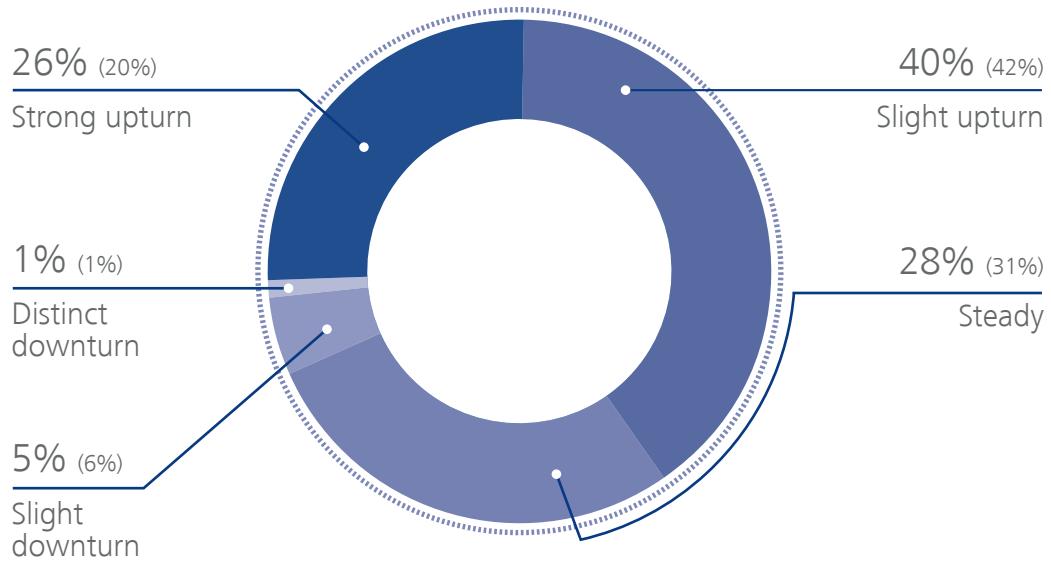


**98 %**

98% (99%) of the visitors were satisfied with the range of products and services presented at embedded world 2017.

## 4.5 ECONOMIC SITUATION IN SECTOR

How do you rate the current economic situation in your sector?









## 5. SELECTED RESULTS OF EXHIBITOR SURVEY


### 5.1 PRODUCT GROUPS (of exhibitors)

Which group of products/services do you offer? (Multiple answers, extract)











#### HARDWARE:

Modules		30% (31%)
Systems for various applications		25% (21%)
Hardware devices and modules for secure embedded systems		23% (22%)
Components		20% (21%)

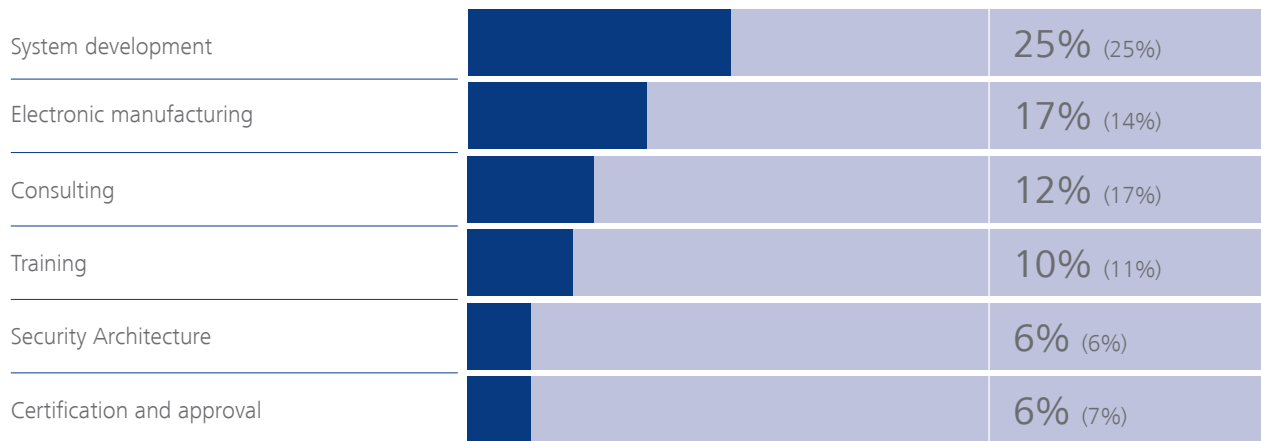
#### TOOLS:

Software		30% (28%)
Hardware		24% (24%)
Methods and tools for secure embedded systems		9% (8%)

#### APPLICATION SOFTWARE:

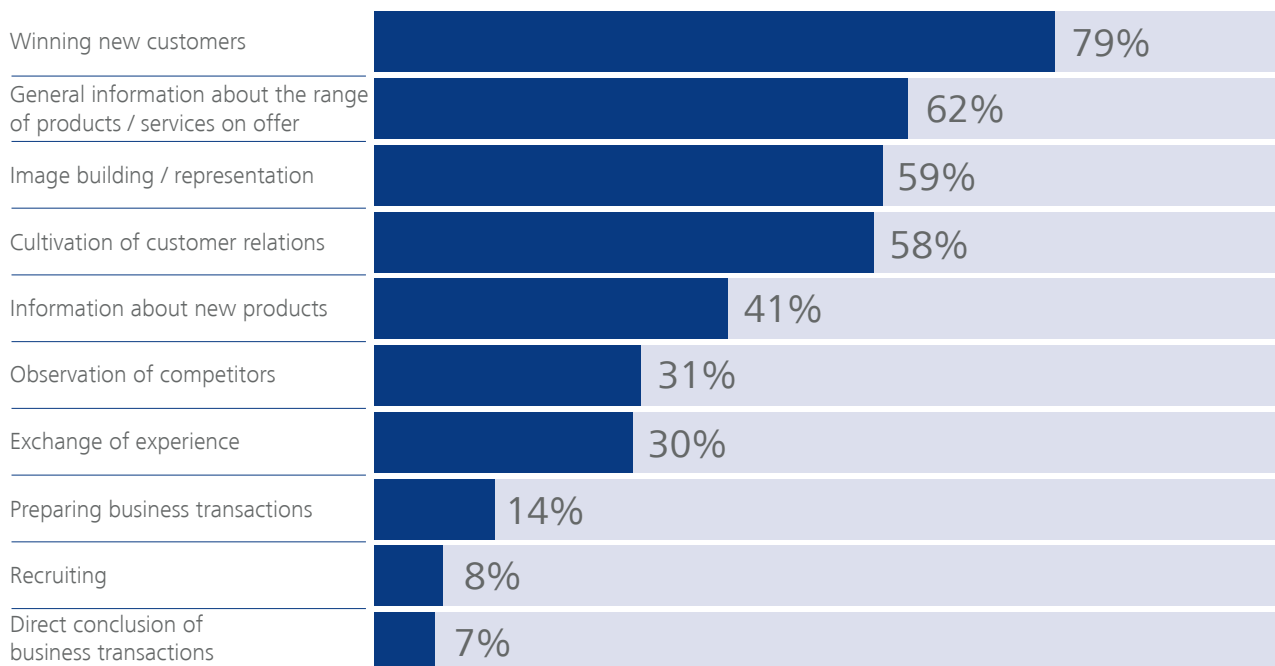
Software, algorithms and OS for secure embedded systems		10% (9%)
Real-time operating systems		10% (8%)
Communication software		8% (10%)
Middleware		7% (8%)
BIOS		5% (3%)
Virtualization		5% (4%)
Remote device management software		5% (6%)
Data security		4% (5%)
Runtime environments		4% (3%)
Visualization software		4% (6%)

## SERVICES:



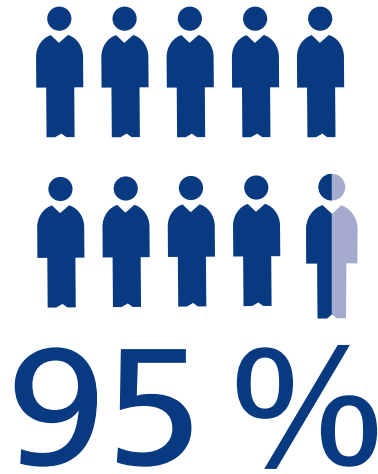
## 5.2 EXHIBITORS' OBJECTIVES\*

What were your company's objectives for exhibiting at embedded world 2017? (Multiple answers, extract)



## 5.3 TARGET GROUP ACCURACY

Did you reach your most important target groups at embedded world 2017?

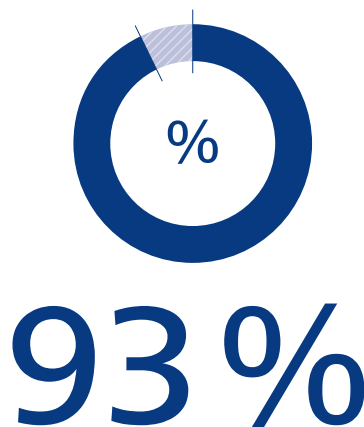


95% (97%) of the exhibitors reached their most important target groups during embedded world 2017.

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## 5.4 NEW BUSINESS RELATIONS

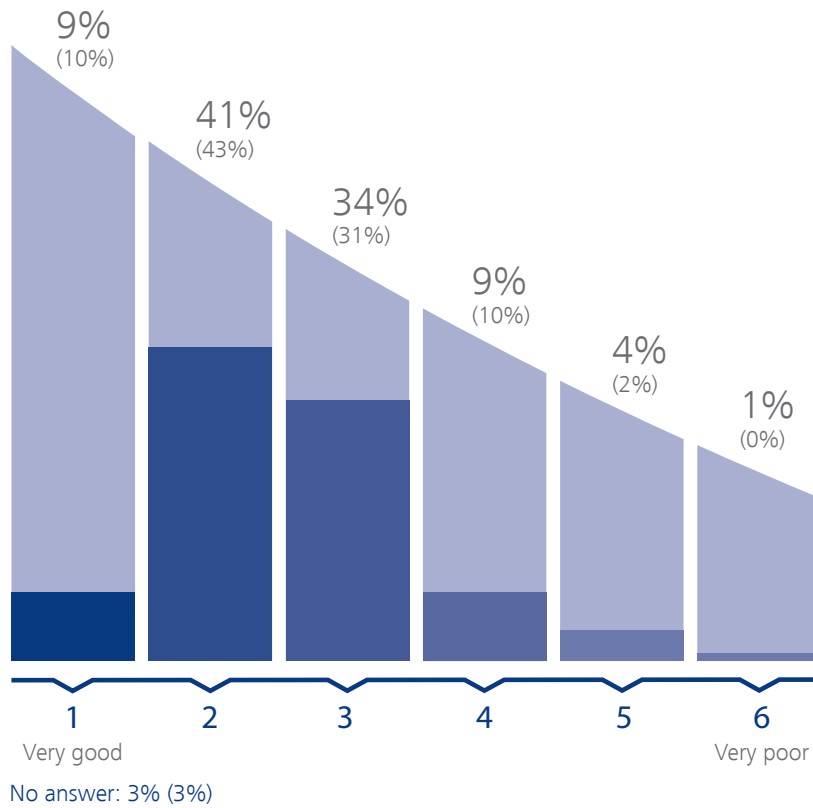
To what extent did your company make new business connections in the course of the fair?



93% (93%) of the exhibitors established new business relations.

## 5.5 QUALITY OF VISITORS

How do you rate the quality of the visitors at your stand?



# 93 %

93% (94%) of the exhibitors were satisfied with the quality of the visitors at their stands.

## 5.6 OVERALL SUCCESS

How successful do you think taking part in embedded world 2017 was for your company overall?



## 5.7 ECONOMIC SITUATION IN SECTOR

How do you rate the current economic situation in your sector?



