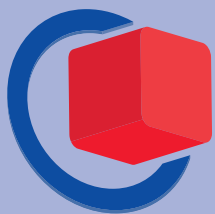


Nuremberg, Germany
14–16.3.2017



embeddedworld

Exhibition&Conference

... it's a smarter world

SHOW REPORT

NÜRNBERG MESSE



1. STRUCTURAL DATA

	TOTAL	GERMANY	INTERNATIONAL
Exhibitors	1,017 (939)	469 (474)	548 (465)
Visitors	30,017 (30,063)	18,488 (20,083)	11,529 (9,980)
Total exhibition space (in m ²)	48,000 (42,100)	— (—)	— (—)
Exhibitor stand space (in m ²)	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:

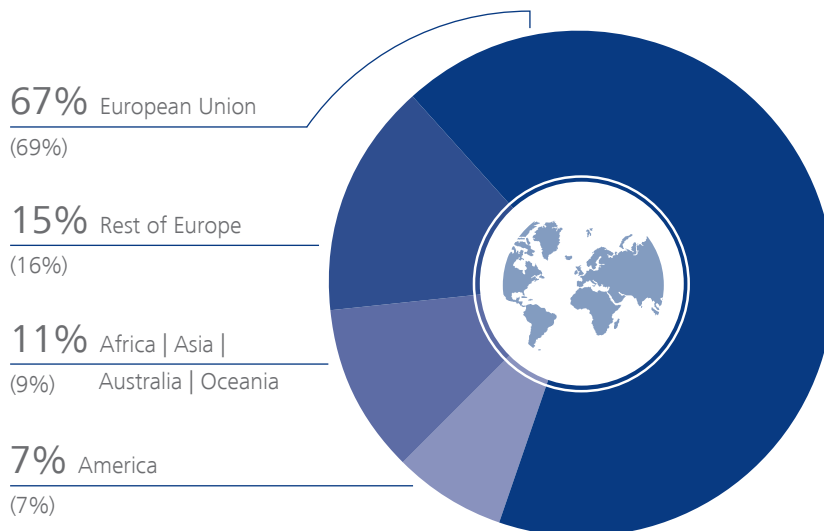
- Internet of Things
- Security
- Functional Safety
- Connectivity – Wireless Technologies
- Software Engineering
- Embedded Linux
- Display Future Trends

3. SELECTED RESULTS OF VISITOR REGISTRATION

3.1 ORIGIN OF VISITORS

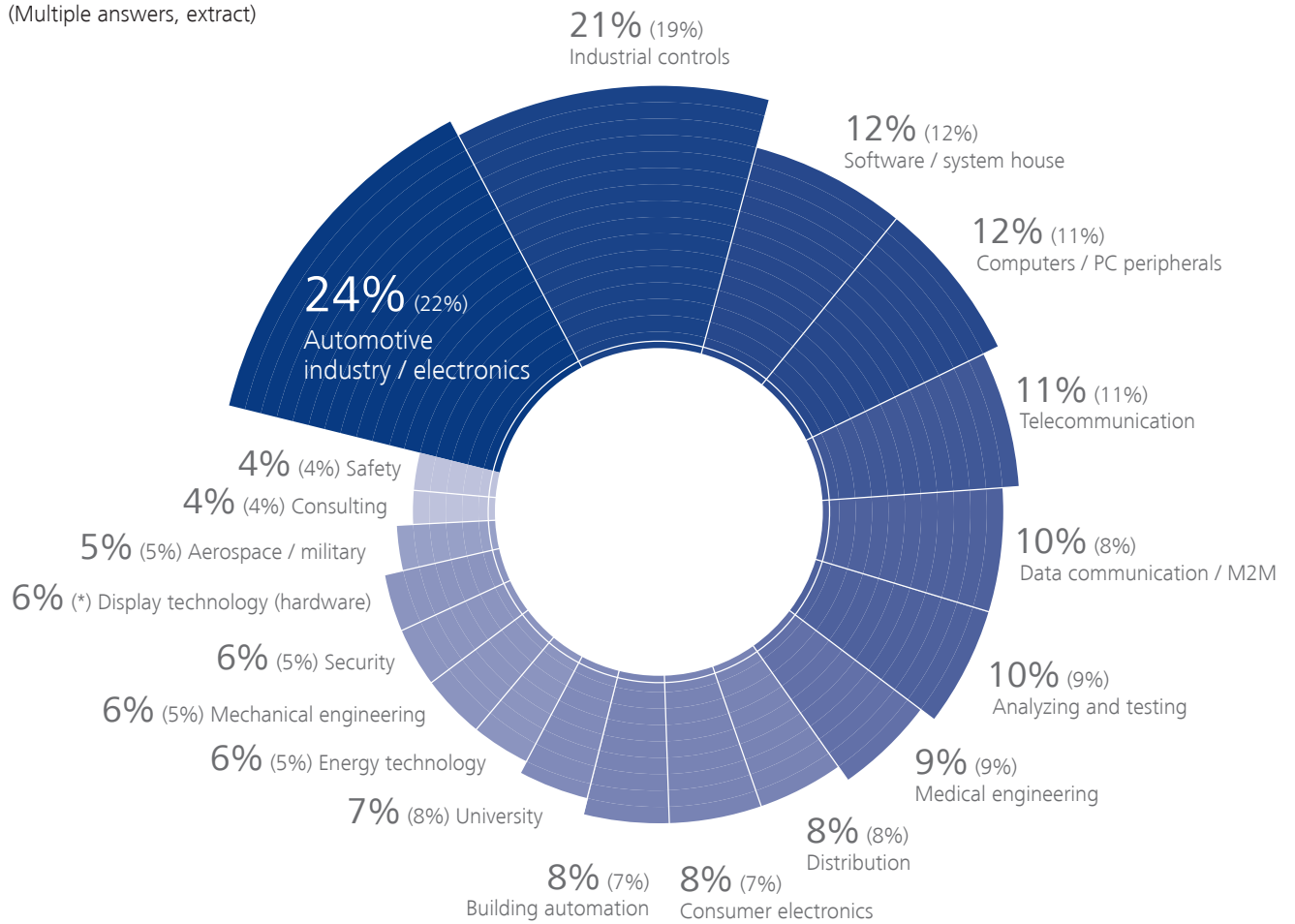


STRUCTURE OF INTERNATIONAL VISITORS

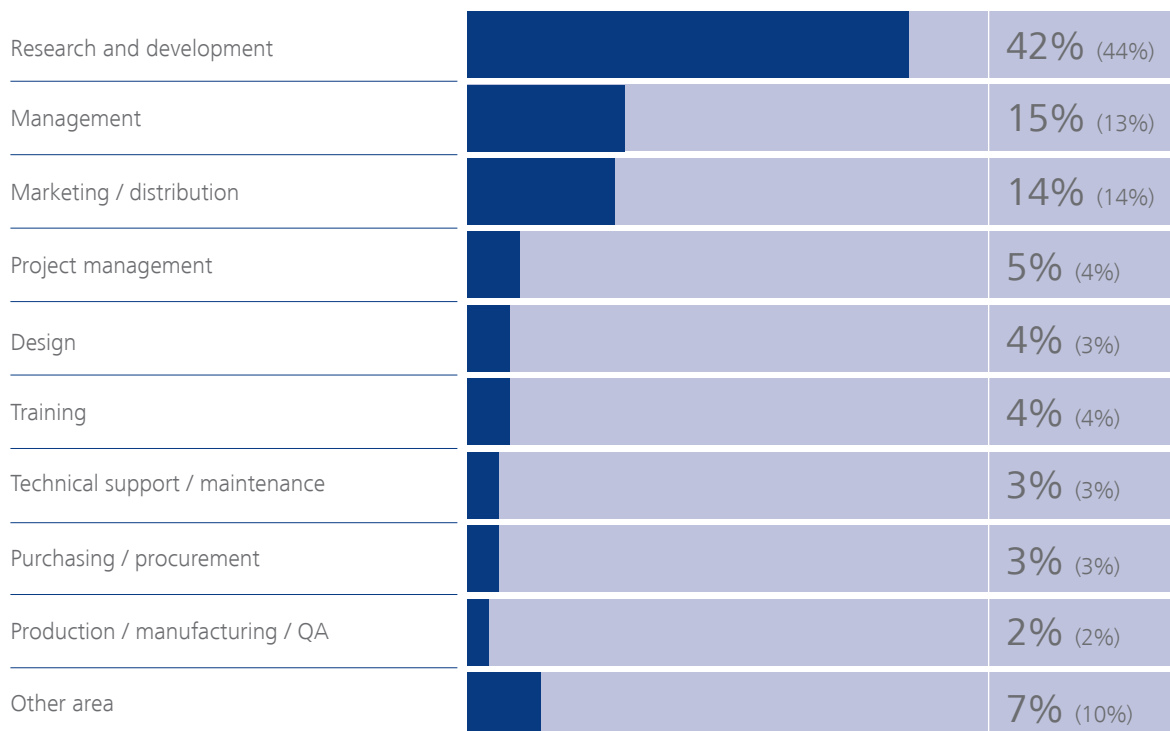


3.2 VISITORS' BRANCHES OF INDUSTRY

(Multiple answers, extract)



3.3 AREA OF RESPONSIBILITY

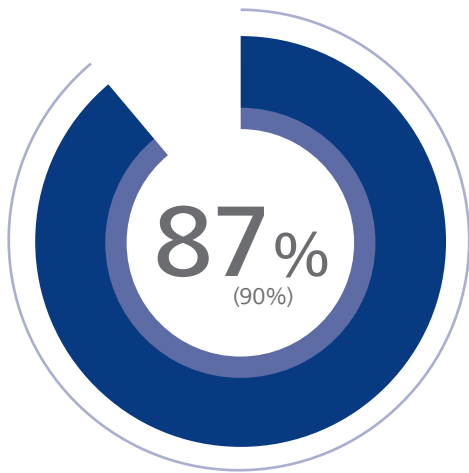


(Figures in brackets) = figures for previous event | Deviations from 100% possible due to rounding up | * = no comparison possible

4. SELECTED RESULTS OF VISITOR SURVEY

4.1 DECISION-MAKERS

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

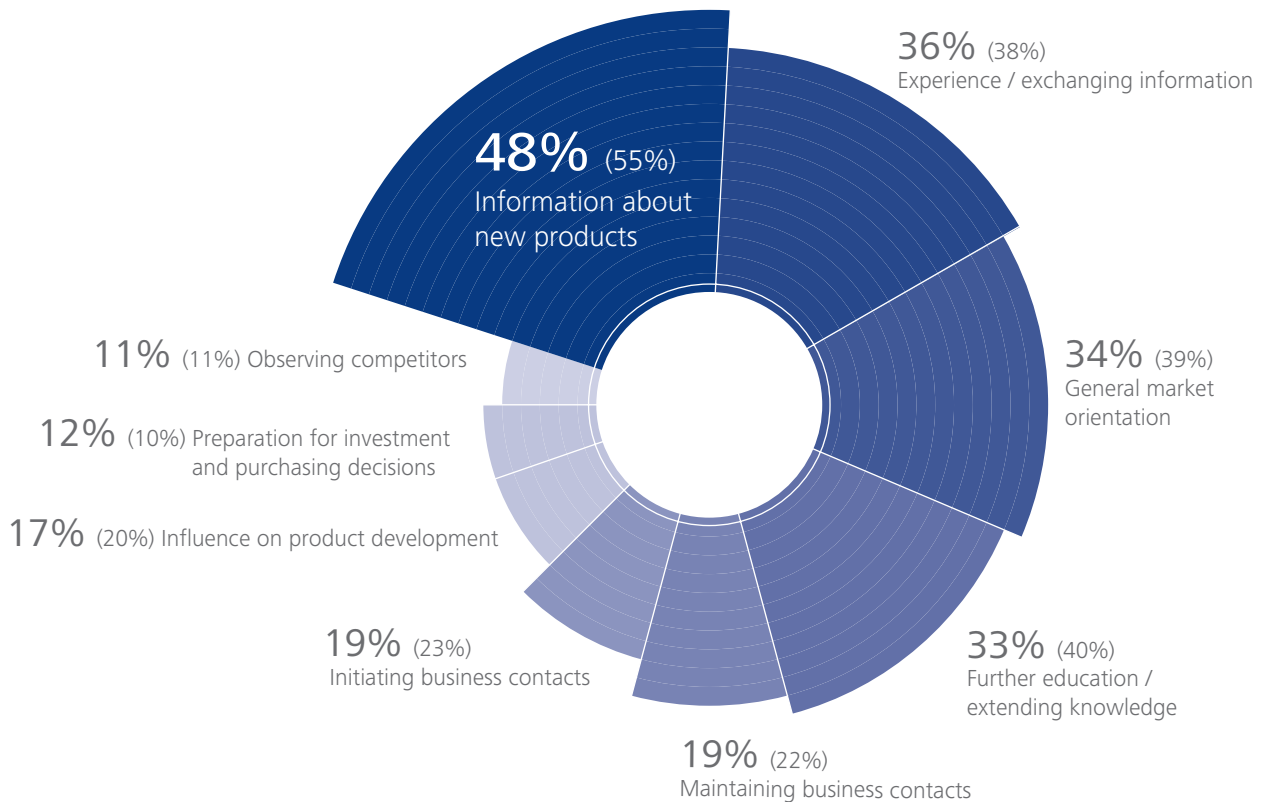


of the visitors are ...

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:

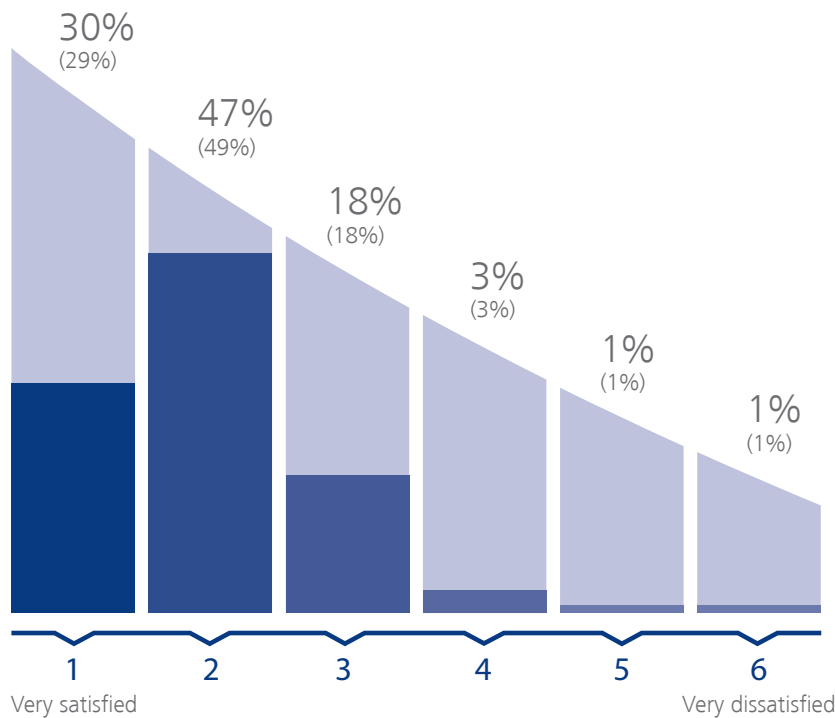
Real-time operating systems		25% (28%)
Software, algorithms and OS for secure embedded systems		17% (20%)
Communication software		13% (16%)
Data security		11% (14%)
Visualization software		11% (11%)
Virtualization		11% (10%)
Runtime environments		8% (9%)
Middleware		8% (10%)
BIOS		7% (7%)
Remote device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

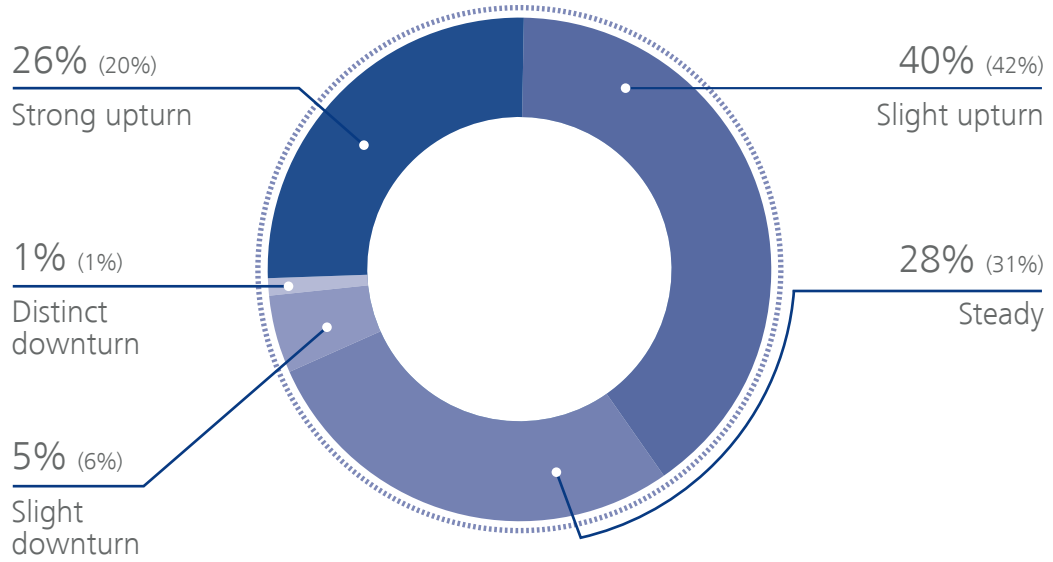


98 %

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%)

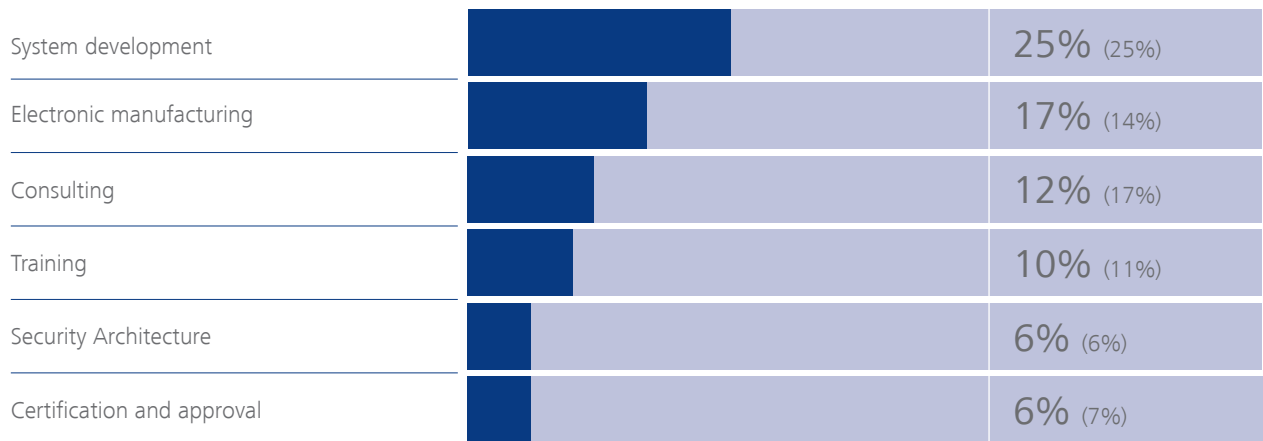
TOOLS:

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

APPLICATION SOFTWARE:

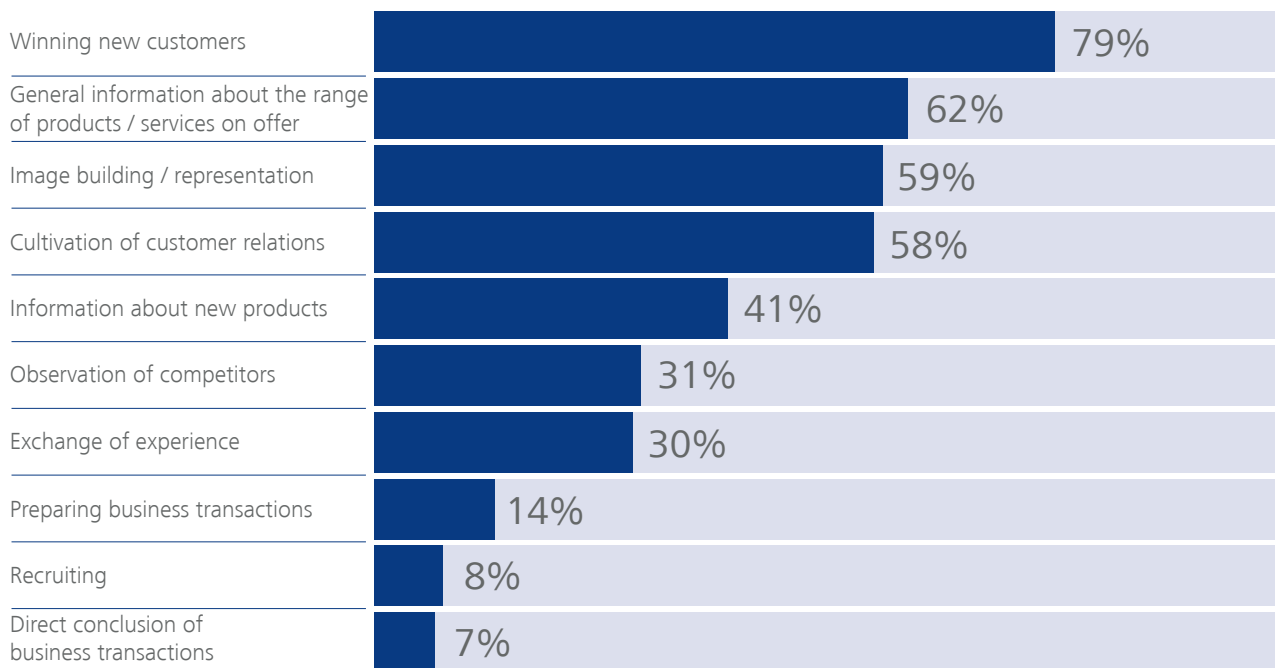
Software, algorithms and OS for secure embedded systems		10% (9%)
Real-time operating systems		10% (8%)
Communication software		8% (10%)
Middleware		7% (8%)
BIOS		5% (3%)
Virtualization		5% (4%)
Remote device management software		5% (6%)
Data security		4% (5%)
Runtime environments		4% (3%)
Visualization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

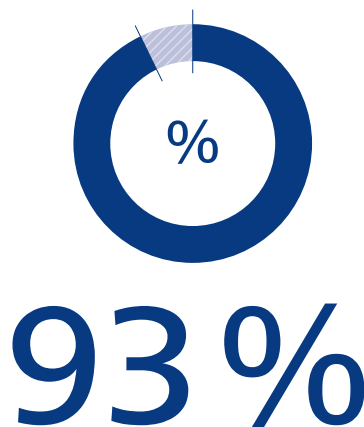
Did you reach your most important target groups at embedded world 2017?



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

5.4 NEW BUSINESS RELATIONS

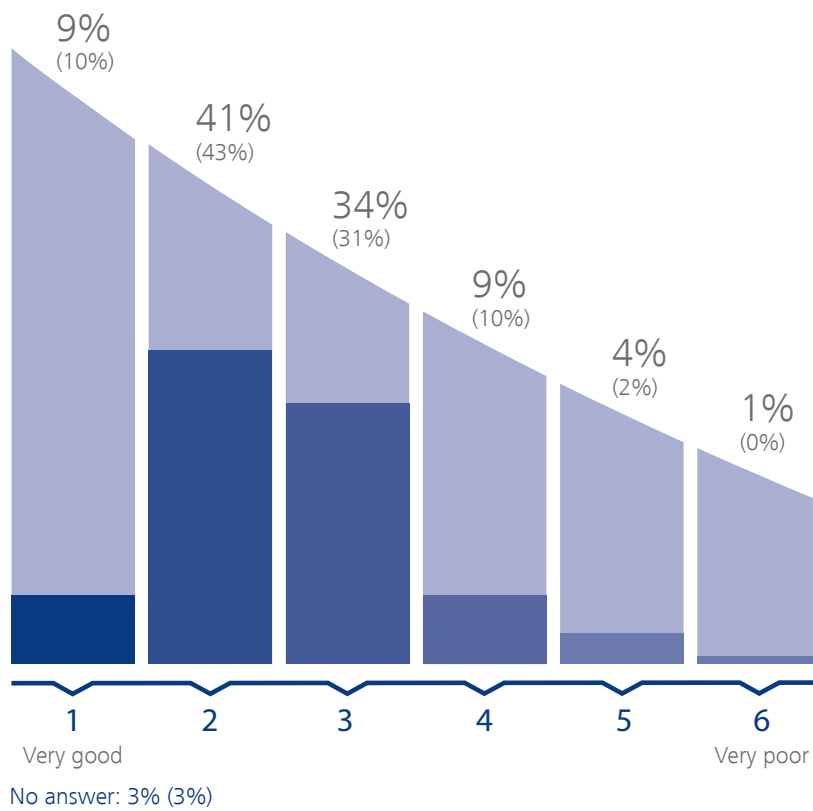
To what extent did your company make new business connections in the course of the fair?



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?



MISCELLANEOUS

The structural data have been certified by FKM, the Society for Voluntary Control of Fair and Exhibition Statistics, Berlin.



Further information is available at www.fkm.de.

The representative surveys were carried out by a neutral market research institute in accordance with the FKM guidelines.

This show report is also available in German.

Other detailed results of the survey can be obtained from NürnbergMesse, Market Research,
T +49 9 11 8606-0, F +49 9 11 8606-82 28, info@nuernbergmesse.de

April 2017
NürnbergMesse GmbH
- Market Research -
