



embeddedaward2019

FACT SHEET

1. Objectives and Categories

The annual embedded award will be given to outstanding innovations in embedded technologies. It is provided by NürnbergMesse GmbH.

There are the following **categories** to the embedded award:

- Hardware
- Software
- Tools
- Embedded Vision
- Start-up

2. Process

The submission shall be made until **30th Nov 2018**.

All submission material shall be uploaded here [▶ embedded-world.de/award](https://embedded-world.de/award)

Submission material shall include

- Detailed description of the product, development or service
- Overall description of the business model and marketing strategy
- Overall description of the roadmap of the product, development or service
- Description of the innovation
- Overview of competing products
- Contact data of the responsible person at the submitting company or association (company name | address | phone | e-mail)
- Preferred category of submission
- Links to online marketing material (optional)

2. Process

The jury will review the submissions

- Submission will be independent of each reviewer.
- A ranking will be put together for each submission.
- In case of a submission being suitable for more than one category (i.e. a software solution being developed by a start-up company for an embedded vision system), the jury will assign the submission to a category.

A list of three shortlisted candidates will be put together for each category

- The candidates from the shortlist will be informed on 25th Feb 2019.
- A certificate will be handed over to the candidates for public use during the exhibition and beyond.

2. Process

The embedded award ceremony

- The embedded award will be awarded during a ceremony on Forum 3 on 26th Feb 2019, 11:00 in Hall 3 of the NürnbergMesse embedded world Exhibition&Conference
- The winners of each category will receive a certificate
- The winners of each category will be mentioned in the exhibition newspaper on the 2nd day of the exhibition.
- A photo of the winners together with members of the jury will be taken.
- All materials can be freely used during the exhibition and beyond.

3. Jury

The review will be executed by a group of high-ranking reviewers.

Reviewers shall agree

- to abstain from review, if there is any conflict of interests.
- to handle all material and information about the embedded award review process strictly confidential.

The jury for the embedded award 2019 comprises

Dr. Erich Biermann | Automotive Electronics, Robert Bosch GmbH

Bertold Brackemeier | Senior Manager Public Relations, NürnbergMesse GmbH

Prof. Dr. Albert Heuberger | Fraunhofer Institute for Integrated Circuits IIS

Joachim Kroll | vicarious Editor in Chief Elektronik, WEKA Fachmedien GmbH

Prof. Dr. Roberto Oboe | Department of Technology and Management of Industrial Systems, University of Padova

Prof. Dr.-Ing. Axel Sikora | Offenburg University, Head of jury

Anne Wendel | Director Machine Vision, VDMA Robotics + Automation

4. Criteria

The following criteria shall be used for the review process described in chapter 2:

Level of information	
<ul style="list-style-type: none">• in comparison with previous products of the submitting company• in comparison with competing products of the other companies	40%
Market Relevance	20%
Level of Complexity	20%
Future Extensibility	20%
	100%

5. Conditions

Products and developments can be entered subject to the following conditions:

- The products or developments shall be available as prototypes or as commercial off-the shelf products. In the case of prototypes, the core functionality must be implemented.
- The products or developments shall be launched to the market after 1 June 2018.
- The products or developments shall be developed, manufactured and marketed by a direct exhibitor to the embedded world.
- Participation of the exhibitor in a shared booth shall be accepted.
- If the products and developments were created in co-operation with other companies or sponsored by third parties (e.g. financially), this involvement in the creation process shall be emphasized clearly in the application.
- All information and documents shall be submitted in English only.
- At least one responsible person shall be present at the embedded award ceremony, if the submission is shortlisted.

6. Legal Aspects

- The applicants declare their agreement to partial publication of the information stated by them (e.g. descriptions, illustrations).
- Apart from such publication, the organizer agrees not to use the products, developments and documents submitted for any purpose other than for judging by the jury.
- The decisions of the jury are final.
- Recourse to legal action is excluded.
- All rules are subject to change.