



Messe München

Connecting Global Competence



# **e**lectronica Hauptpressekonferenz

**„Connecting everything – smart, safe & secure“**

Falk Senger, Geschäftsführer Messe München  
München, 13. November 2018



**electronica 2018**

Komponenten | Systeme | Anwendungen | Lösungen  
Weltleitmesse und Konferenz der Elektronik  
Messe München | 13.–16. November 2018 | [electronica.de](http://electronica.de)

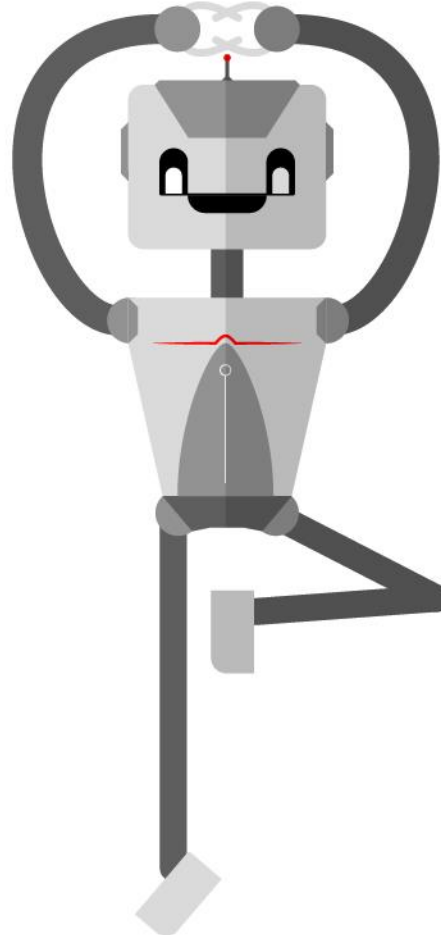
# NEW – eelectronica Experience in Hall C6

## Live Experience:

**Live-Demos:**  
e.g. Roboter Ballet,  
Virtual Reality, E-Mobility

**e-Careers:**  
job profiles in electronics,  
job market

**Discovery Stage:**  
Lectures, Panel Discussions  
(e.g. Talk from the Top),  
Blockchain, Tangle, Artificial  
Intelligence, Diversity



## Impact – Design for a Cause:

**Developer Lounge**  
**Topics:**  
Open Internet  
Home Automation  
Robotics

**Keynote:** Mick Ebeling (Not Impossible Labs)  
**Thursday, November 15**

# Biggest **e**lectronica ever



**>3,000**  
Exhibitors **> +5%**



**182,000 m²**  
exhibition space **> +28%**



**17** Halls



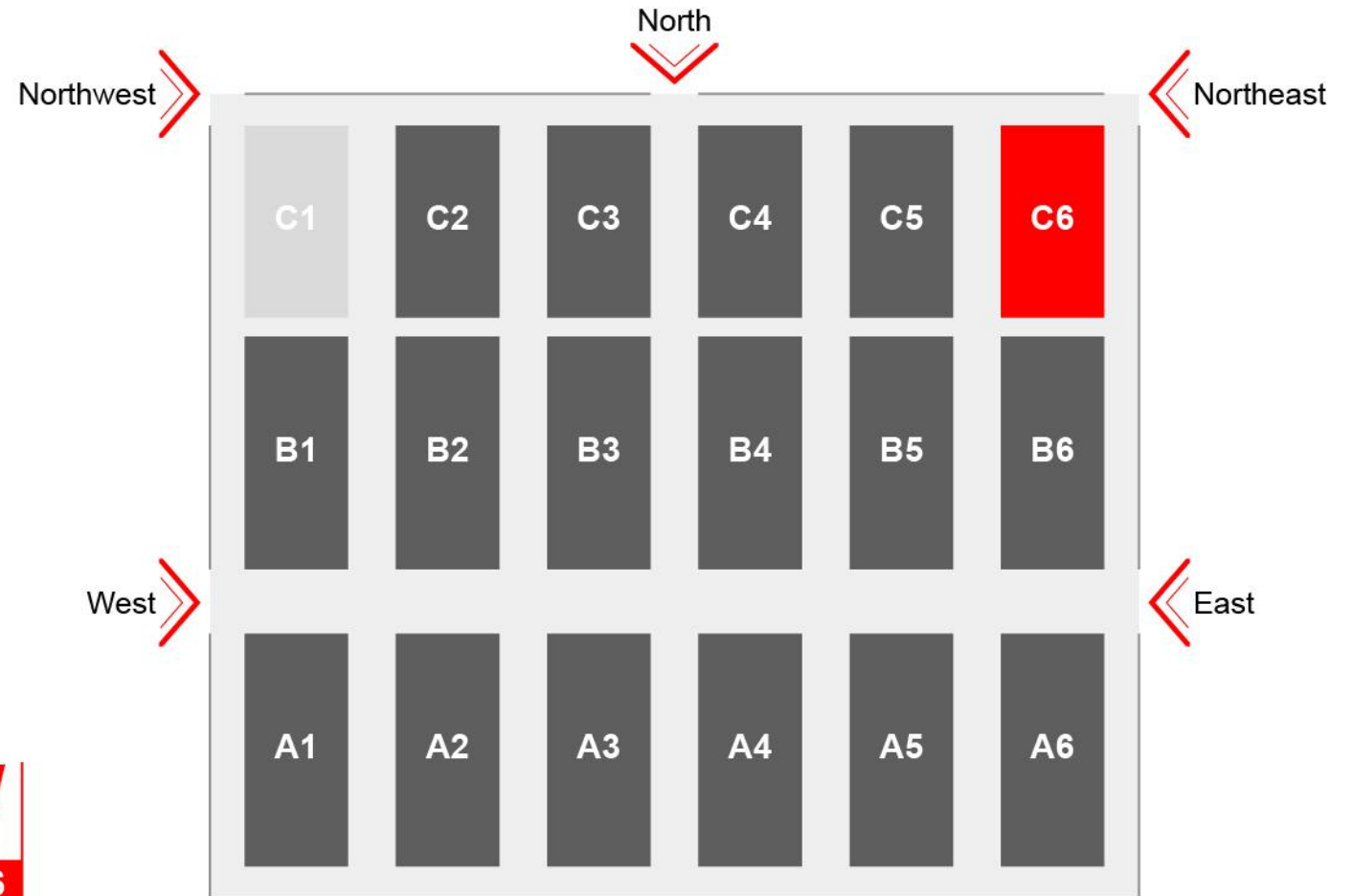
New arrangement  
of segments



**5** Entrances

**NEW**

**electronica Experience** in Hall **C6**  
**4 conferences and 16 forums**



## Highlights at a glance



**Automotive**



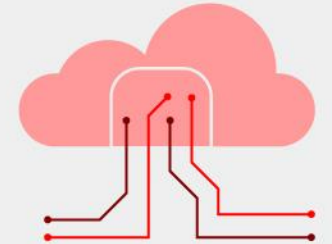
**Cyber Security**



**Embedded Systems  
and Sensor Technology**



**Medical Electronics /  
HealthCare**



**Internet of Things  
(IoT, Smart Industry,  
Smart Factory)**

**NEW**

**Smart Grid / Smart Energy**

**Artificial Intelligence**

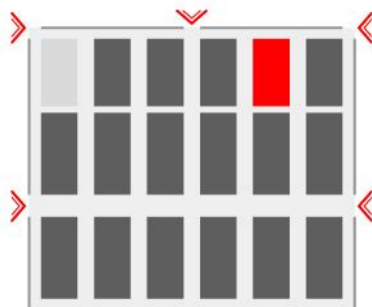


# electronica fast forward (e-ffwd) enters round two

## Start-up Area in Hall C5:

> 30 startups from 10 countries  
have submitted their applications

startups will show their  
products at the e-ffwd  
booth in Hall C5



**Announcement of winners:**  
Friday, November 16, 11 am  
e-ffwd Forum, Hall C5



## CEO Roundtable:

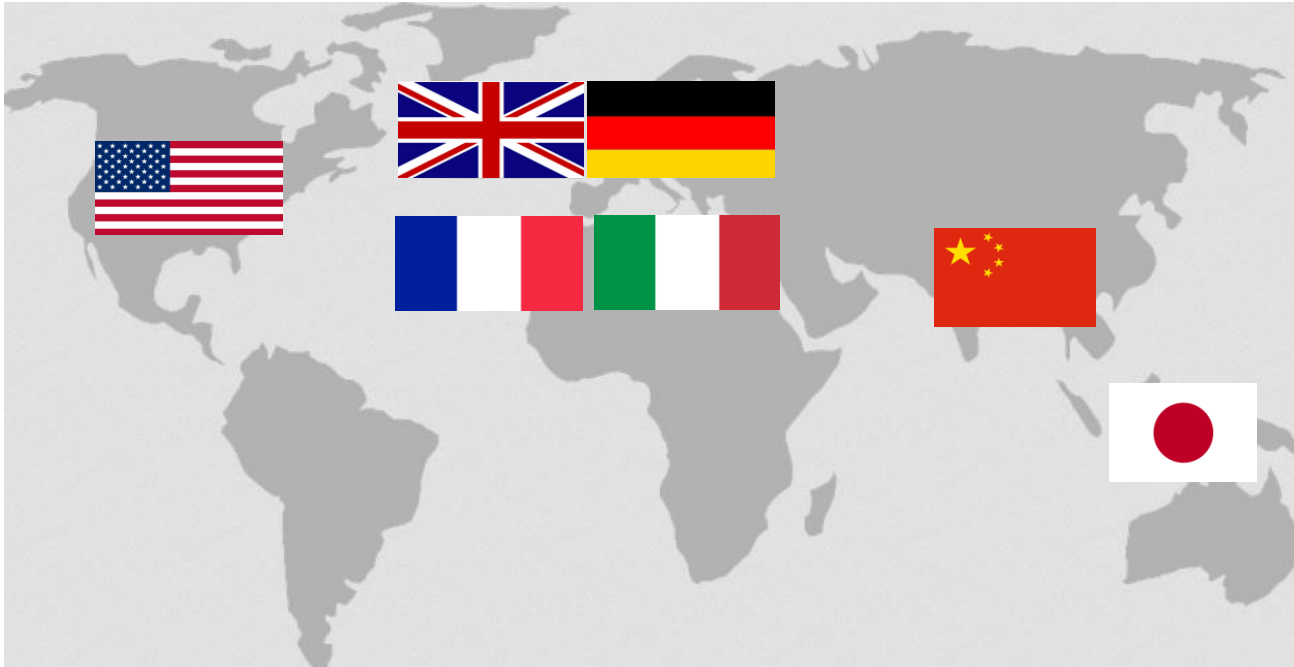
### Funding AI and subjecting it to regulations

- Jean-Marc Chery, President & CEO, STMicroelectronics
- Dr. Reinhard Ploss, President & CEO, Infineon Technologies
- Kurt Sievers, President NXP & CEO NXP Semiconductors Germany
- Dr. Dean Ding / Xianfeng Ding, CTO, IoT Unit, Alibaba
- Dr. Walden C. Rhines, President und CEO, Mentor Graphics
- Alexander Kocher, President Automotive Business Segment and Managing Director, Elektrobit



## electronica trend index 2018 –

### How the electronics of the future will change people's lives



#### ■ Fact-Sheet

- 7,000 participants (N=7.000)
- 1,000 participants per country (N=1.000)
- 7 countries: **USA, UK, GER, FRA, ITA, CN, JP**
- Internet of Voice / Security / Environment / Smart Mobility / E-Health / Smart Home / Smart City / Blockchain

# Voice Control is in demand

## Electronics should ...\*

■ China ■ USA ■ Germany

... be able to be operated by voice control



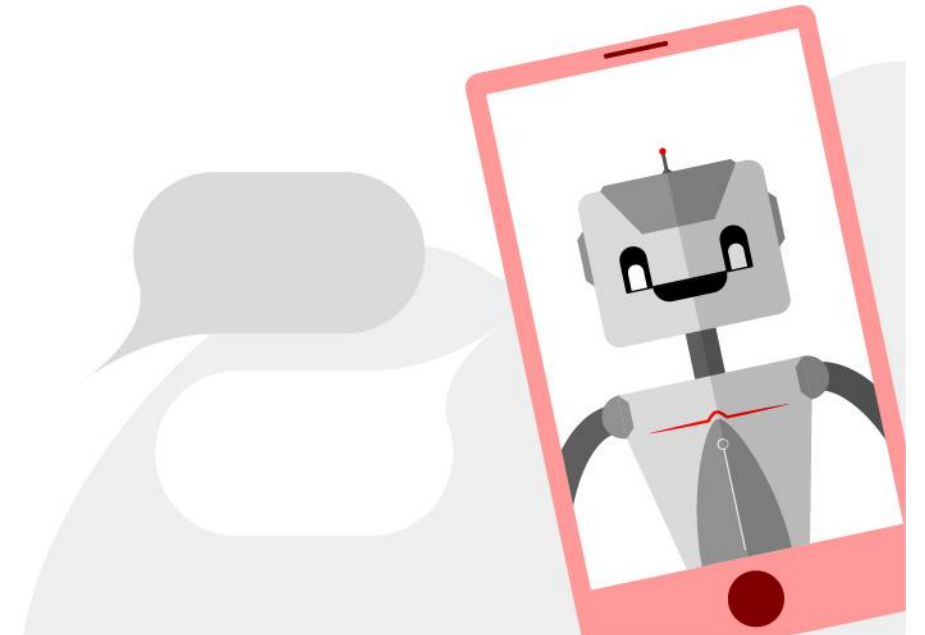
... enter into a human dialogue via voice control (e.g. Alexa, Siri)



... becoming increasingly versatile through intelligent learning (Artificial Intelligence)



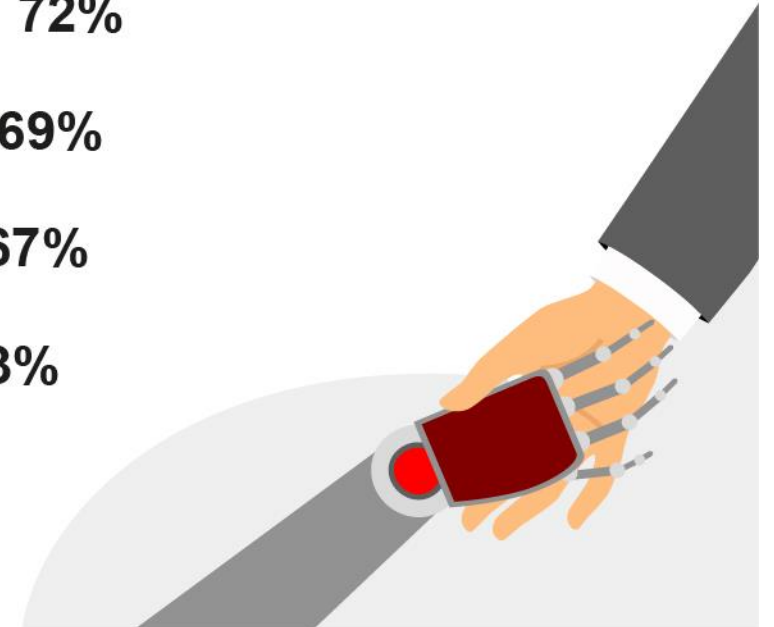
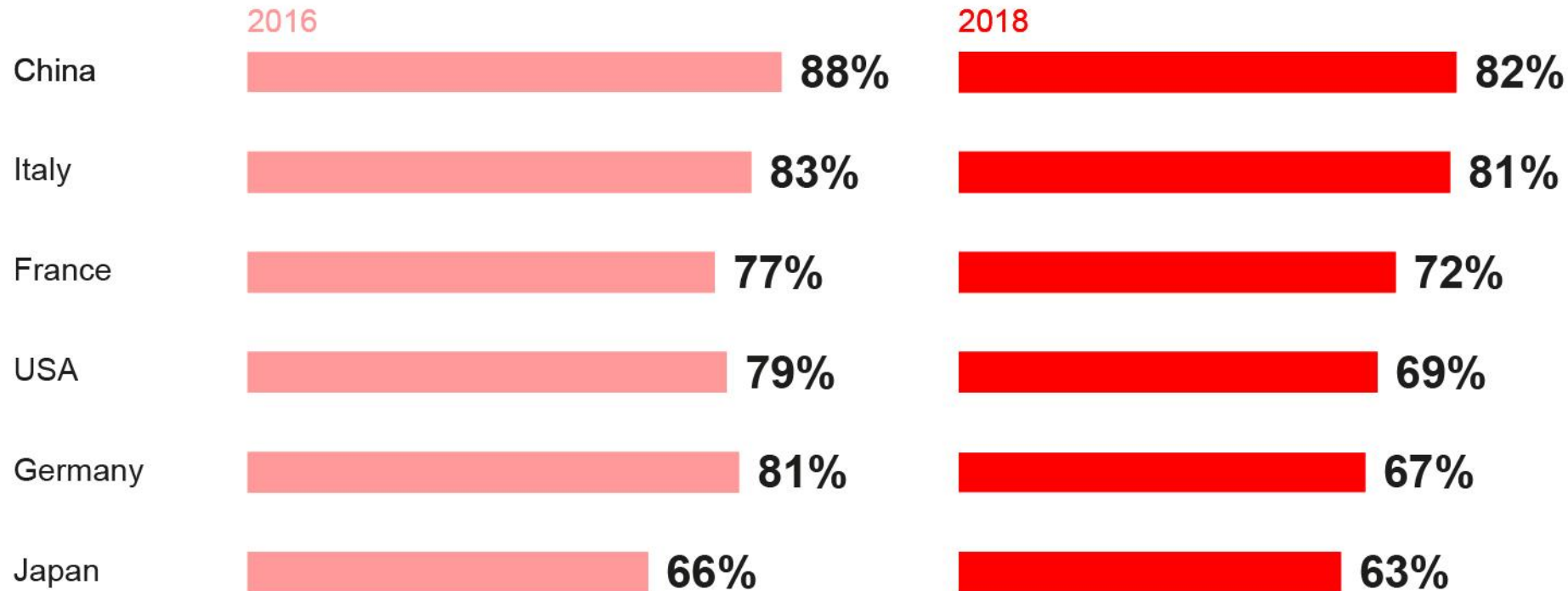
\* Summarized values for the answers 4, 5 and 6; 1 = "I do not agree at all"; 6 = "I fully agree"





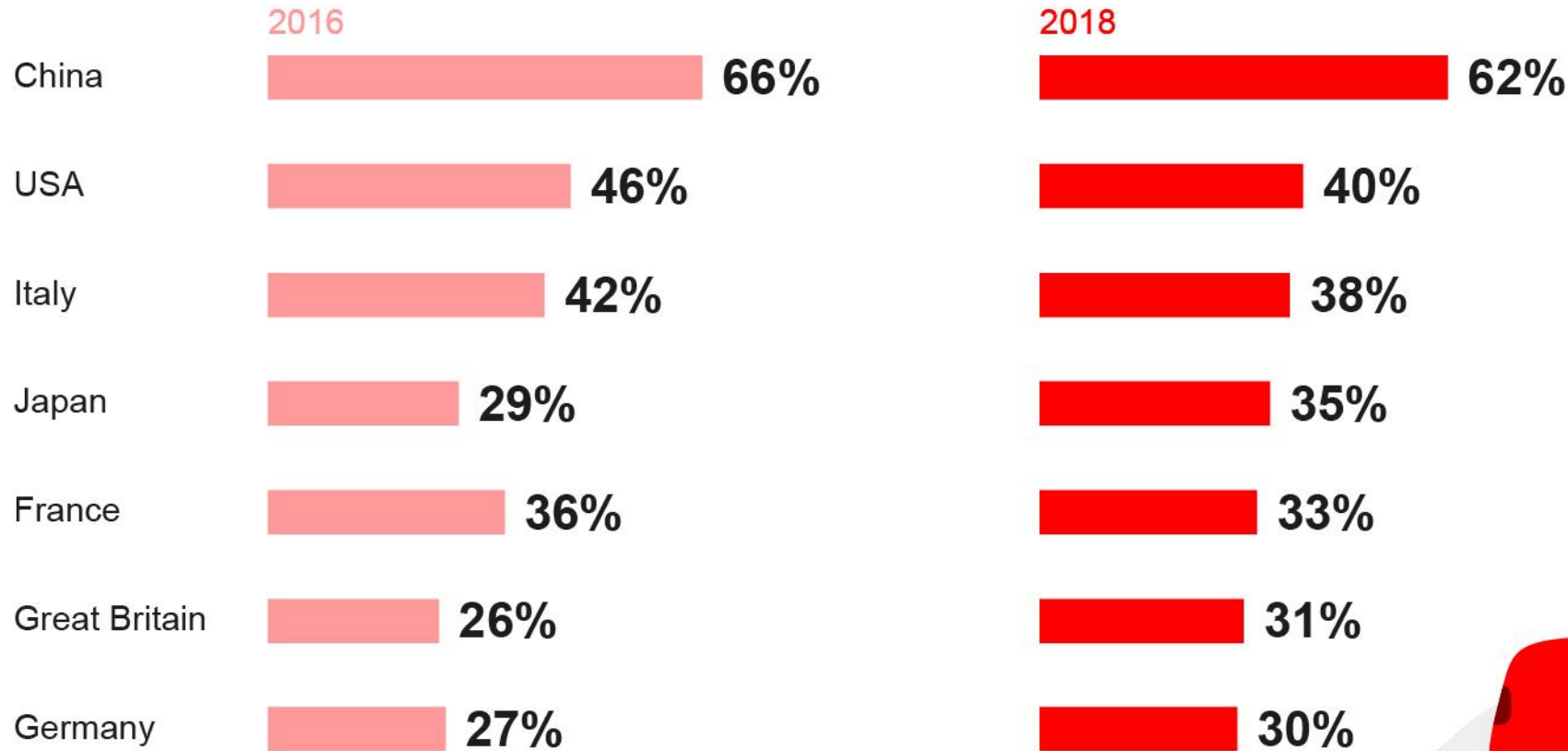
## Electronic devices: assist yes, think for yourself no

Electronic devices should only assist and not replace one's own thinking.



# China is most open to autonomous driving

Smart mobility: cars should drive autonomously to their destination

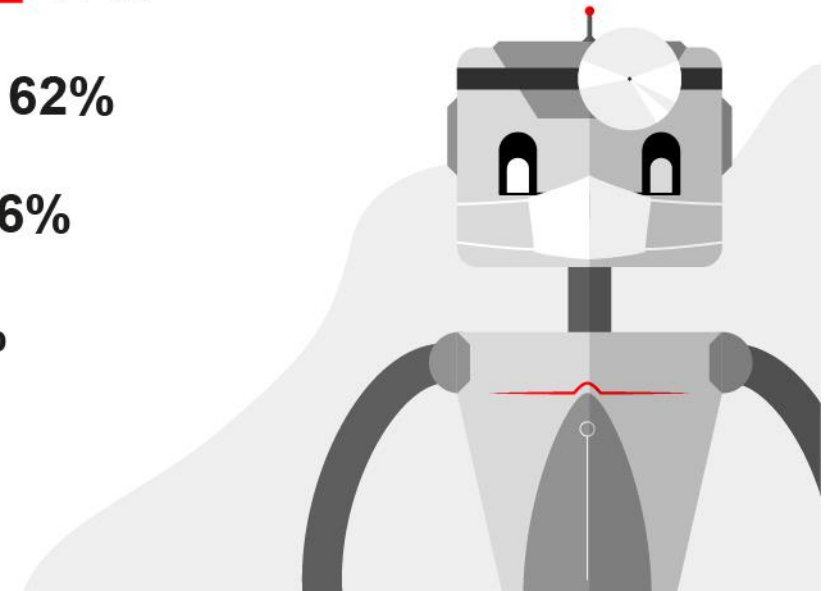
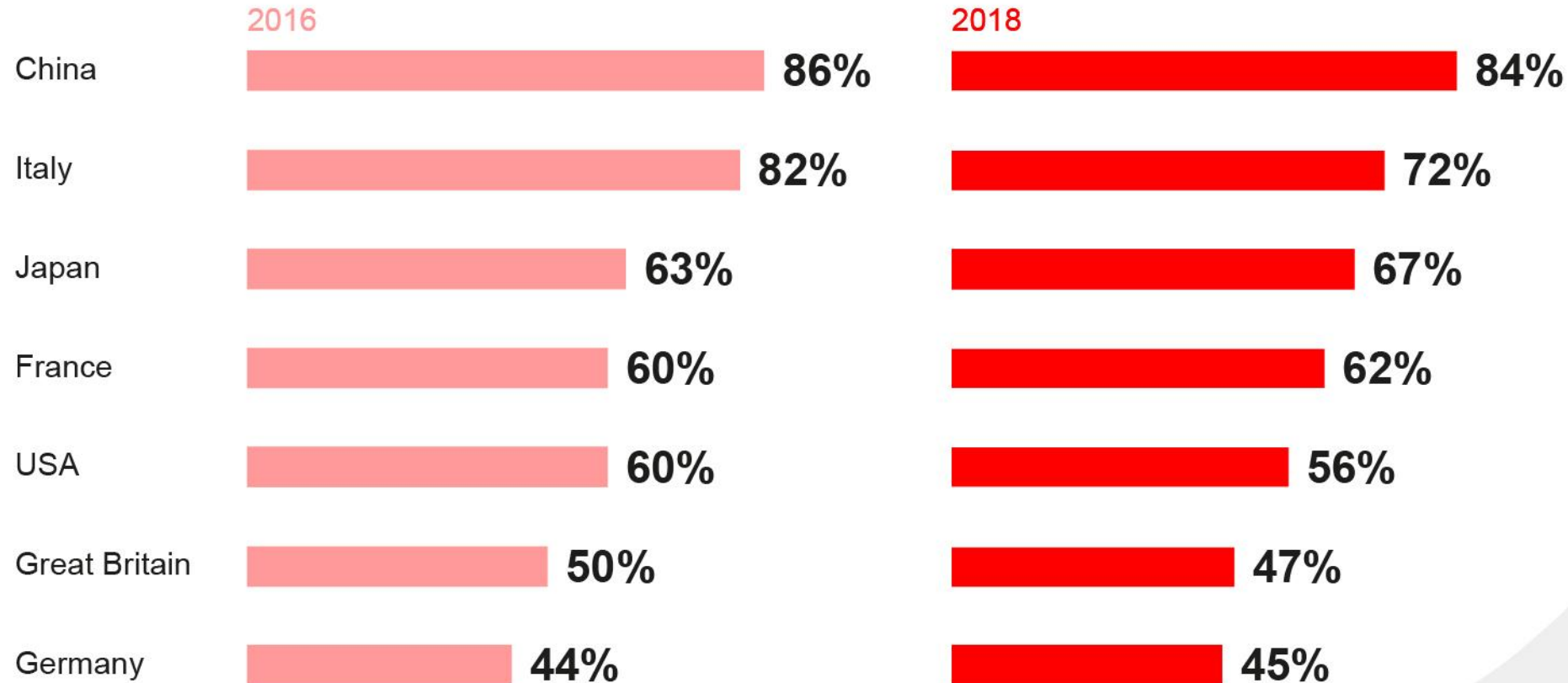


While in Germany only about a third want cars that drive completely autonomously, **67%** of the respondents are of the opinion that **a car should find its own parking space.**



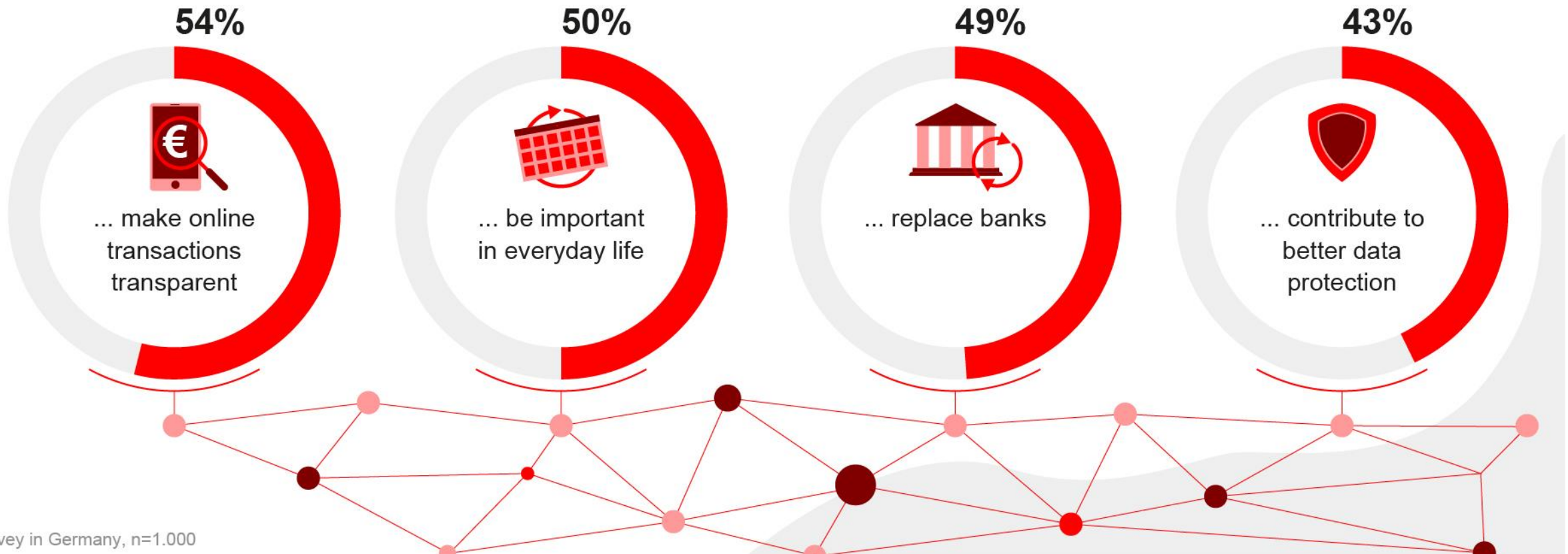
## Dr. Robo is accepted

**Medical Electronics: More medical robots should be used for operations in hospitals**



# Every second German considers Blockchain relevant for everyday life in the future

Blockchain will...



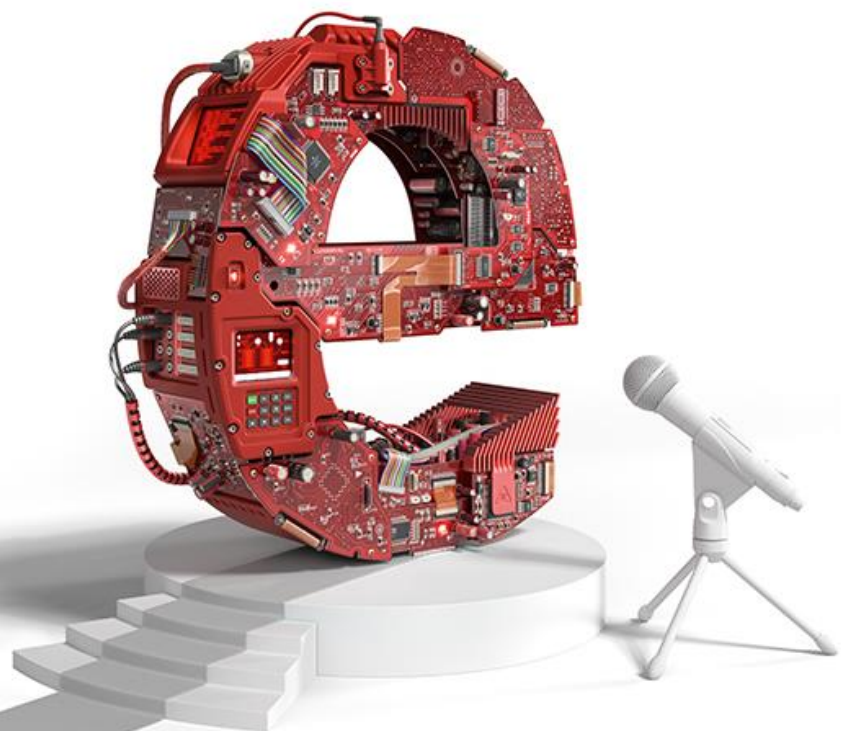




Messe München

Connecting Global Competence

**Vielen Dank**



**electronica 2018**

Komponenten | Systeme | Anwendungen | Lösungen  
Weltleitmesse und Konferenz der Elektronik  
Messe München | 13.–16. November 2018 | [electronica.de](http://electronica.de)