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Conference Program

NOVEMBER 9, 2016 – DAY 1
09:30–17:30

Moderator: Franz Graser, ElektronikPraxis

Time	Track No.	IoT and security	Speaker
09:30	Conference opening Track 1		
09:45	1.1	Can emerging megatrends ensure innovative and profitable IoT solutions?	Mike Noonen, Silego Technology
10:35	1.2	IoT – Filling the integration gap	Richard Warner, Renesas
11:15	Coffee break		
11:45	1.3	Navigating the future of connected home devices	Gordon Padkin, Thread Group
12:35	1.4	Driving the future with connected cars	Manfred Schlett, Qualcomm
13:15	Lunch break		
14:00	1.5	A holistic approach for securing embedded devices	Andre Schmitz, Green Hills
14:50	1.6	The layers of security for IoT applications	Lars Lydersen, Silicon Labs
15:30	Coffee break		
16:00	1.7	Implementing device level security in ARM based products	Yossi Har-Nov, NovTech
16:50	Panel discussion, IoT and security Moderator: Franz Graser		Panelists: Mike Noonen, Silego Technology Lars Lydersen, Silicon Labs Yossi Har-Nov, NovTech Timo Grassman, Infineon

Moderator: Ingo Pohle, MicroConsult

Time	Track No.	Microcontrollers and peripherals	Speaker
09:30	Conference opening Track 2		
09:45	2.1	Arduino look and feel for multicore	Marcus Gößler, MicroConsult
10:35	2.2	Hit your application sweet spot with the right Cortex-M7 MCU	Ruediger Senghaas, Microchip
11:15	Coffee break		
11:45	2.3	Core independent peripherals super-charge 8-bit microcontrollers	Keith Curtis, Microchip
12:35	2.4	Efficient embedded programming of heterogeneous multicore platforms	Dr. Timo Stripf, Emmtrix Technologies
13:15	Lunch break		
14:00	2.5	Create an embedded software application in 15 Minutes	Kimberly Dinsmore, Renesas
14:50	2.6	What functional safety module designers need from IC developers	Tom Meany, Analog Devices
15:30	Coffee break		
16:00	2.7	Optimizing SSDs for enhanced performance and beyond	Peter Huang, ATP

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Conference Program

NOVEMBER 10, 2016 – DAY 2
09:30–17:30

Moderator: Peter Siwon, MicroConsult

Time	Track No.	Power and sensors (incl. wireless charging)	Speaker
09:30	Conference opening Track 3		
09:45	3.1	Take the guesswork out of processor power	Bob Martin, Atmel
10:35	3.2	Software power management techniques for IoT sensor applications	Nick Lethaby, Texas Instruments
11:15	Coffee break		
11:45	3.3	Inductive energy and data transmission in novel industrial applications	Holger Gerstner, Fraunhofer IISB
12:35	3.4	Wireless charging – Cutting the last cord	John Leonard, Nordic Semiconductor
13:15	Lunch break		
14:00	3.5	Sensor innovations for IoT markets	Jeane Forget-Funk, Bosch Sensortec
14:50	3.6	Intelligent IO-Link sensors are the glue to implement Internet of Things (IoT) for next generation factories	Suhel Dhanani, Maxim Integrated
15:30	Coffee break		
16:00	3.7	ADI MEMS switch technology, a switching solution evolution to service RF instrumentation and test system needs	Eric Carty, Analog Devices
16:50	3.8	Creating a capacitive sense interface without firmware development	Parker Dorris, Silicon Labs

Moderator: tba

Time	Track No.	Embedded communication	Speaker
09:30	Conference opening Track 4		
09:45	4.1	Combining the power of NFC and BLE	Laurent Dardé, NXP
10:35	4.2	Identification and traceability matters in electronics	Gernot Seeger, Beta Layout
11:15	Coffee break		
11:45	4.3	Localisation of mobile objects using spectral 'fingerprints', based on an integrated 40-µW UHF broadband wireless receiver	Markus Eppel and Heinrich Milosiu Fraunhofer Inst. für integrierte Schaltungen
12:35	4.4	RTOS based software development approach for IoT low power wireless applications	Leo Hendrawan, Texas Instruments
13:15	Lunch break		
14:00	4.5	Sub-1 GHz and Bluetooth® low energy wireless communication for local and cloud-based control	Ram Machness, Texas Instruments
14:50	4.6	Introducing NFC commissioning	Pierre Goarin, NXP
15:30	Coffee break		
16:00	4.7	Bringing popular IoT framework to industrial needs	Roman Alyautdin and Hubert Hafner, RTSOFT
16:50	4.8	Surviving the protocol jungle	Dirk Fischer, Hilscher

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