



Messe München
Connecting Global Competence

Planet e: Where the future begins.

Information to help you prepare for your visit.



Information for visitors

World's Leading Trade Fair for Electronic Components, Systems and Applications

Messe München | November 8–11, 2016 | electronica.de

 **electronica** 2016
inside tomorrow

Stay in touch with Planet e.

ORGANIZER/ INFORMATION

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PLANET E ONLINE

What's new on Planet e, and what is the industry talking about? You can stay up to date at all times here:
electronica.de

Planet e's social media channels:
about.me/electronicafair

COOPERATION PARTNERS (EXCERPT)



PREMIUM PARTNERS



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 **electronica** 2016
inside tomorrow



THE BEST STARTING POSITION.

On Planet e, pioneering spirit becomes innovations and investments become the markets of the future.

A total of **73,189 satisfied visitors** and the results of the TNS Infratest survey of exhibitors and visitors at [electronica](http://electronica.de) 2014 confirm the fair's relevance:

- ▶ 97% of visitors gave [electronica](http://electronica.de) a rating of good to excellent
- ▶ 92% feel that the fair offers them a moderate to considerable advantage compared to other events.

Even more facts from the survey are available at electronica.de/visitor

More room for innovations. More room for highlights.

THREE PILLARS FOR YOUR SUCCESS.

Our **three-pillar principle**, which consists of the exhibition, the conferences and the forums, guarantees the connection between theory and practice. As a result, you get a complete overview of trends and market developments, technological capabilities and advances and can begin initiating concrete projects at the fair.

THE EXHIBITION SECTORS AT A GLANCE.

- ▶ Semiconductors
- ▶ Embedded systems
- ▶ Displays, micro- and nanosystems
- ▶ Sensors
- ▶ Test and measurement
- ▶ Electronic design (ED/EDA)
- ▶ Passive components, electromechanics and system periphery
- ▶ Power supplies
- ▶ PCBs and other circuit carriers
- ▶ EMS Electronic manufacturing services
- ▶ System components
- ▶ Automotive
- ▶ Wireless
- ▶ Services
- ▶ Industry 4.0
- ▶ Start-ups and new companies

A detailed overview of the exhibition sectors is available here:
electronica.de/exhibitionsectors

CONNECTED WORLDS—SAFE AND SECURE.

Keeping an eye on the big picture from the beginning: Under the headline "Connected Worlds—Safe and Secure," Planet e sheds light on everything that moves the world of tomorrow. This year, special emphasis will be placed on the following highlight topics:

- ▶ Automotive electronics
- ▶ Embedded systems
- ▶ Wearables/Healthcare/ Sensors in medical electronics
- ▶ Solid-state lighting
- ▶ Cyber security
- ▶ Industrial Internet of Things

Each highlight topic features a number of related events featuring renowned industry experts. Please refer to the information about conferences and forums.

electronica Fast Forward.

TOMORROW'S INNOVATIVE STRENGTH
AND SOLUTION EXPERTISE

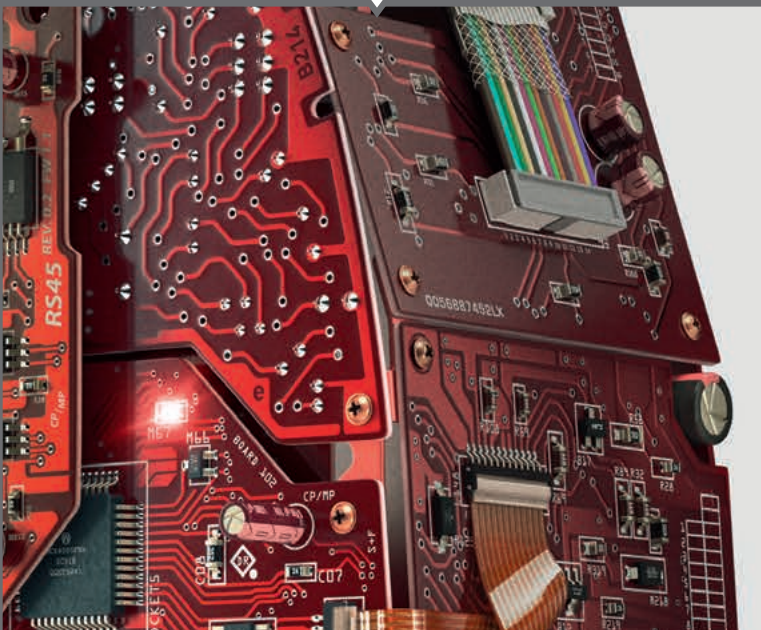
All four days of the fair, East Entrance

For the first time ever, we are partnering with "Elektor" magazine to bring the world's most innovative ideas and projects of start-ups together with interested industry representatives at **e**lectronica 2016. Our proven three-pillar concept serves as a basis for **e**lectronica Fast Forward:

- ▶ Special exhibition with presentations in the categories Ideas, Prototypes and Start-ups
- ▶ A special forum where start-ups can pitch projects on the one hand and where lectures on relevant topics such as legal aspects or sales-related tips are held on the other
- ▶ Special award: The **e**lectronica Fast Forward Award honors the best ideas, prototypes and start-ups at the same time as it guarantees the outstanding quality of participating exhibitors.
- ▶ Finalists' pitches and the award ceremony live on final day of the fair, November 11, 2016

Additional information:
electronica.de/en/fastforward

Premium partner



electronica Matchmaking.

PREPARATION THAT PAYS OFF.

electronica Matchmaking is the easiest way to find suitable new partners.

The advantages and how it works at a glance:

- ▶ A contact form allows you to quickly and conveniently set up appointments with appropriate contacts before the fair even begins.
- ▶ Based on your personal profile, we automatically filter out the exhibitors who are relevant to you.
- ▶ New in 2016: The tool filters according to the services that you offer or are looking for and can be combined with product categories and countries.
- ▶ Special questions as well as non-binding collaboration offers or specific product requirements can be sent to a select group of exhibitors anonymously.
- ▶ The result is very personal and promising pre-fair planning without complicated organization at the fair.

Additional information:
electronica.de/en/matchmaking

electronica App.

THE "THE-FUTURE-BEGINS-HERE" APP.

The electronica App keeps all of your appointments and plans on Planet e firmly in your grasp:

- ▶ The App not only shows you how to get from A to B, it also recommends what the best order is for reaching your favorites—which can save you time.
- ▶ Recommended tours of the highlights in a given area such as the Automotive Tour, for example, are stored in the App.
- ▶ The App automatically provides you important information on the events, lectures and special highlights in your vicinity.
- ▶ If you particularly enjoyed a lecture, you can rate it directly in the App!

To ensure that you are perfectly prepared for your visit to the fair, we recommend installing the App before the fair begins.

Additional information:
electronica.de/en/app

Everything begins with knowledge: Conferences and forums on Planet e.

Stay up to date on Planet e by attending the conferences and forums there. This is the only place that expert knowledge is this present and, above all, this concentrated.

ELECTRONICA AUTOMOTIVE CONFERENCE

November 7, 2016—the day before the fair begins
ICM – Internationales Congress Center München

This is the Automotive sector's communication and networking event on Planet e: With speakers from uppermost management and some 300 participants from 18 countries, it was a complete success in 2014.

- ▶ Subject areas in 2016
 - From light management to smart lighting
 - Future prospects for semi-autonomous, autonomous and piloted driving
 - Semiconductor components for automotive products
 - Software development and standards
- ▶ The conference will begin with a keynote address for each of the three simultaneous conference tracks:
 - Autonomous driving
 - Trends in interior electronics: "Automotive meets CE"
 - Semiconductors as a key enabler for the transition of the automotive industry
- ▶ Final discussion with prominent experts on the topic: "The secure connected car"
- ▶ The conference language is English.

Additional information:
electronica.de/en/automotive-conference

Sponsors



EMBEDDED PLATFORMS CONFERENCE

November 9–10, 2016 at the Press Center East, East Entrance

The Embedded Platforms Conference is our event for leading manufacturers, suppliers and users of components, tools and solutions. It is where possible answers to the requirements and challenges facing embedded platforms now and in the future are discussed.

The 2014 conference was very popular among its 160 participants from 15 countries and is closely connected to the Embedded exhibition sector in Hall A6.

▶ Subject areas in 2016:

- IoT and security
- Microcontrollers and peripherals
- Power and sensors
- Embedded communication

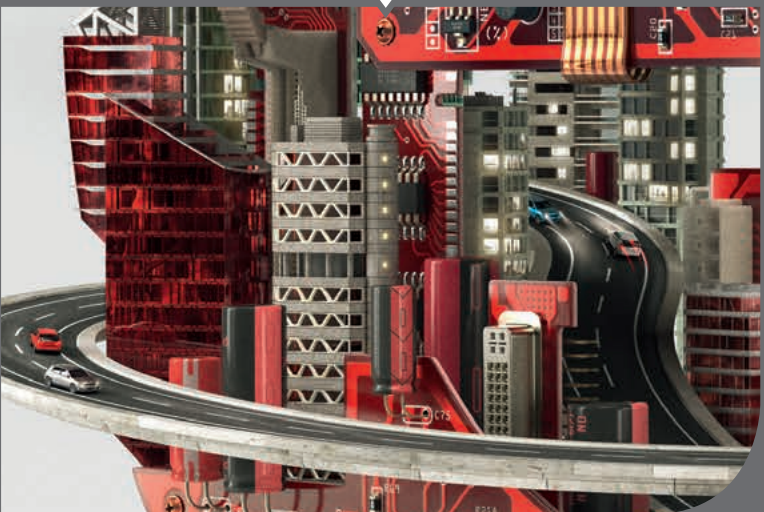
- ▶ These subject areas will be handled in three simultaneous tracks.
- ▶ The conference language is English.

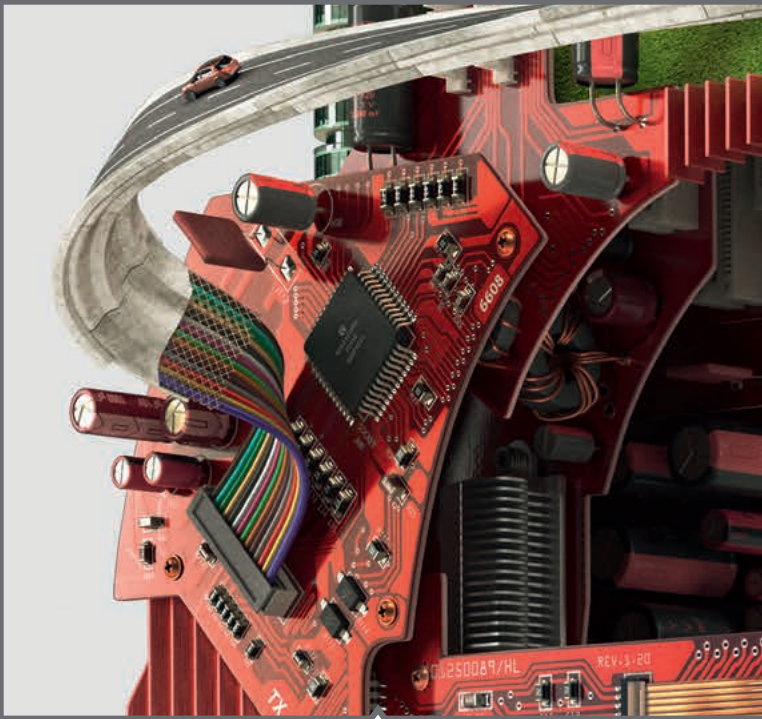
Additional information:
electronica.de/en/embeddedplatforms

Platinum sponsor



Gold sponsor





IT2INDUSTRY TRADE FAIR AND OPEN CONFERENCE

November 8–11, 2016, West Entrance

Information and communication technologies are being used to network industrial environments in a completely new way. Infrastructure, process know-how, software-intensive embedded systems: For the second time, IT2Industry at **e**lectronica will show what is important with topical conferences, forums and panel discussions on all four days of the fair.

For the first time ever, IT2Industry will have its own exhibition space at **electronica in 2016!**

- ▶ Topics and focal points
 - Embedded systems/CPS
 - Software and systems for the Smart Factory
 - Infrastructure and digital networks
 - Cloud Computing & Big Data
 - Industrial IT security
 - Services that pertain to Industry 4.0

Additional information:
electronica.de/en/it2industry

WIRELESS CONGRESS 2016: SYSTEMS & APPLICATIONS

November 9–10, 2016

ICM – Internationales Congress Center München

At this conference, which is organized by “Elektronik” magazine in close cooperation with **electronica** and the ZVEI, specialists and experts from the industrial and research sectors will report on and discuss the latest wireless developments.

▶ Leading topics include:

- Wireless standards (e.g. Bluetooth, ZigBee, 6LoWPAN, LoRa, WLAN, 4G/LTE and 5G)
- Wireless automation
- M2M
- WSAN
- Real-time applications and tactile Internet
- Integration of wireless networks and interoperability
- Energy harvesting
- Wireless power

▶ The Wireless Congress deals with technical aspects associated with professional applications and gives participants insights into the latest technologies, current applications, security aspects, standards and market opportunities.

▶ Application sectors: Automotive, aviation and aerospace, building technology, consumer goods, energy technology, healthcare electronics, industry, information and communication technology, lighting technology, medical technology, railway technology, safety technology, sporting goods and fitness equipment.

▶ The conference language is English.

Additional information:
electronica.de/en/wirelesscongress

Cooperation partners



The forums on Planet e. Enter into a discussion with the future.

The place to find concentrated know-how is where the future begins. On Planet e, it literally takes center stage. Find out what is moving the industry in more than **130 lectures** and panel discussions at the heart of the exhibition halls. According to the TNS Infratest survey of eelectronica exhibitors and visitors, **94 percent** of the approximately **7,300 people who participated in the forums in 2014 were completely satisfied.**

Additional information:
electronica.de/supporting-program

AUTOMOTIVE FORUM

All four days of the fair, Hall A6, Stand 328

The forum continues the eelectronica Automotive Conference at the technical level. It addresses, sales engineers, electronics developers, system designers, project managers, supply-chain managers and everyone involved in automotive development projects.

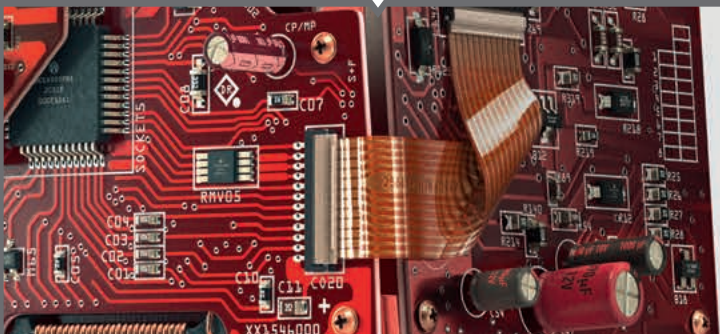
- ▶ Consumer components in automotive
- ▶ Applications security in automotive
- ▶ Functional safety ISO 26262
- ▶ Connectivity
- ▶ Automotive lighting
- ▶ Exterior and interior technologies for semi-/ autonomous driving
- ▶ Software processes & methods for automotive

Cooperation partner



Premium partner

ATZ elektronik



ELECTRONICA FORUM

All four days of the fair, Hall A3, Stand 242

The **e**lectronica Forum is a multi-themed forum that deals with and depicts **e**lectronica's highlight themes and other special content.

▶ **CEO Roundtable**

Opening event on November 8, 11:00

The industry's leading business figures hold a public discussion on **"Connected Worlds—Safe and Secure!"**

▶ **Forum: Wearables / Healthcare / Medical Technology with a focus on sensor technology**
November 8, afternoon

The forum starts with a panel discussion with representatives of leading component and system manufacturers from the healthcare sector.

▶ **Forum: Industrial Internet of Things**
November 9, morning

Topics: Select wireless transmission media, various microprocessor models, security using an RTOS

▶ **Forum: Cyber Security**
November 9, afternoon

Topics: Embedded security, automotive applications, medical electronics and information and communication technologies

▶ **Forum: Solid State Lighting (SSL)**
November 10

Topics (excerpt): From lighting management to smart lighting, the next generation: OLED, SSL market and applications, panel discussion on "Future prospects for SSL"

▶ **Student Day**
November 11

Planet **e** is working with semica, the VDE and the ZVEI to put together an attractive and interesting program for some 300 aspiring engineers from throughout Germany. Besides a panel discussion on "Starting a Career" and a networking lunch with sponsors, the COSIMA Award will also be presented.

Additional information:
electronica.de/event-database

Cooperation partners



Premium partners



EMBEDDED FORUM

All four days of the fair, Hall A6, Stand 460

From chips and components to tools, software, circuit boards and modules for various applications. Technologies, trends and product innovations related to the topic of embedded.

The forum primarily addresses design engineers, specialists and technical management.

- ▶ Internet of Things: Smart factory, smart energy, smart buildings, etc.
- ▶ Security and the IoT: Challenges and solutions
- ▶ Technical trends in microcontrollers and microprocessors
- ▶ Motor control solutions
- ▶ Tools and software for embedded systems
- ▶ Embedded computing: circuit boards, modules and more
- ▶ Technical trends in analog systems and power supplies
- ▶ Embedded solutions for industry and automation

Cooperation partner

ICC Media

PCB & COMPONENTS MARKETPLACE

All four days of the fair, Hall B4, Stand 365

This is the place to quickly find out about the most important new developments of exhibitors in this sector on Planet e. Alternating with productronica, this is an annual gathering for PCB, component and EMS exhibitors in this sector!

- ▶ Microsystem technology/Sensor technology
- ▶ Interconnection technology— Plug connectors network the world
- ▶ Electronic manufacturing
- ▶ Servicing, repairing and reworking electronic assemblies
- ▶ The smart way to get to electronics Industry 4.0—PCBs with RFID

Cooperation partner

ZVEI:
Die Elektroindustrie

EXHIBITOR FORUM

All four days of the fair, Hall B5, Stand 343

The Exhibitor Forum on Planet e is the perfect opportunity to find out where things are headed.

- ▶ This is where exhibitors present their:
 - Companies
 - Current product innovations and developments
 - Service offers

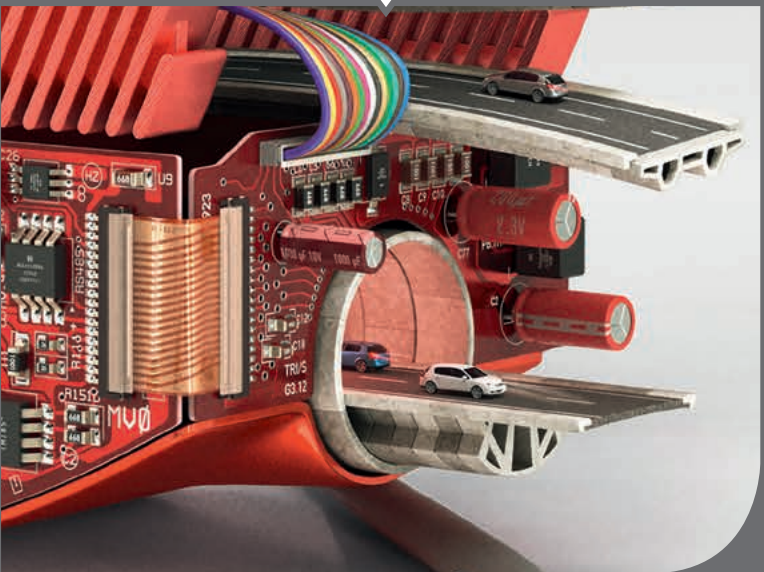
THE JOB EXCHANGE ON PLANET E.

The Job Area in the East Entrance is an outstanding platform for personal career planning that **e**lectronica is organizing together with semica. It is the perfect opportunity to get an overview of the job openings of companies exhibiting at **e**lectronica and contact potential employers directly at the fair.

Additional information:
electronica.de/en/jobs

Cooperation partner

semica[®]
The electronic job exchange



Opening hours and prices.

Dates: November 8–11, 2016

Opening hours: Tuesday–Thursday: 09:00–18:00
Friday: 09:00–17:00

The dates and times of the conferences vary! Additional information is available in the “Conferences” section of the website at electronica.de

REDEEM VOUCHER/PURCHASE TICKET

Your Print@home Ticket: quick, convenient and affordable. Purchase your ticket in advance, register online and print your ticket out at home or at the office. It also allows you to go straight into the fair without having to wait at the box office. You can also use our online registration process to redeem one-day tickets **that you receive from exhibitors.**

To register groups of high-school or college students, please contact us by e-mail at registrierung@messe-muenchen.de. We will contact you with instructions as soon as possible.
Registration deadline: October 26, 2016

One-day tickets are available online starting at **EUR 27.50**, saving you 20% compared to the purchase price at the fair.

Additional information: electronica.de/en/tickets

GETTING THERE

Whether you travel by plane, train or automobile: Munich and the trade fair are quick and easy to reach. Make sure that you are fully informed about how to get to the fair and how long it takes to get there.

Lufthansa and **Deutsche Bahn** have special fares available for visitors attending [electronica](http://electronica.de).

Additional information: electronica.de/arrival

ACCOMMODATIONS

Hotels, guest houses and private accommodations: Please book early, because demand is high, particularly during trade fairs.

A list of partner hotels and reservation services is available here: electronica.de/accommodation

Get ready: Planet e is getting even bigger.

MORE GROWTH FOR EVERYONE.

The future of electronics is a reality on Planet e. A comprehensive range of products and services and the “who’s who” of the industry await you. Profit personally from the extensive market overview and key encounters on Planet e.

NEW LAUNCH PADS ON PLANET E.

Planet e has enormous business potential to offer you, and it is ready for take off! The largest number of exhibitors (2014: 2,725) on 143,000 m² of space—now in an impressive 13 halls—gives you access to pioneering innovations and optimum orientation on the international electronics market.

electronica Fast Forward.

The electronica start-up platform powered by Elektor.

For the first time ever, we have partnered with “Elektor” magazine to create a place where the concentrated innovative strength of start-ups comes together with interested industry representatives and where the electronica Fast Forward Award will celebrate its premiere.

IT2Industry@electronica

This year, IT2Industry—the International Trade Fair and Open Conference for Intelligent, Digitally Networked Working Environments—will be embedded in electronica and have its own exhibition space at the fair.

Embedded Platforms Village

In addition to their exhibits in Hall A6, exhibitors will demonstrate their concentrated embedded know-how at a joint exhibition stand.

Matchmaking

Now with new, additional filtering alternatives. For making targeted contacts with maximum success.

electronica App

The App features new functions and will become your personal trade-fair guide.

North Entrance

The North and Northwest Entrances are additional entrances that will allow visitors—especially those who arrive by car, taxi or airport shuttle—to get off to a quicker start on Planet e.

Hall diagram: Planet e 2016 at a glance

- A1** Electronic Design (ED/EDA)*
- A1** Test and measurement
- A2/A3** Power supplies
- A3** Displays
- A3-A6** Semiconductors
- A4** Wireless
- A6** Automotive
- A6** Embedded systems
- B1** Micro- and nanosystems
- B1** Servo-technology/Drive elements
- B1** Sensor technology
- B1** Electromechanics/System peripherals—Casing technology
- B2 B3** Electromechanics/System peripherals—Interconnection components/systems
- B4/C4** PCBs and other circuit carriers/EMS Electronic manufacturing services
- B5** Electromechanics/System peripherals—Relays, switches, keyboards, cables, interconnection components/systems
- B5/B6** Passive components
- Ost** electronica Fast Forward, the Start-up Platform powered by Elektor

- in all Halls** Services, assemblies and subsystems

electronica Automotive

- ICM** electronica Automotive Conference, November 7, 2016
- A6** electronica Automotive Forum and Exhibition

electronica Embedded

- A6** Embedded Platforms Conference, November 9–10, 2016
- A6** electronica Embedded Forum and Exhibition
- A6** Embedded Platforms Village
- IT2** IT2Industry Trade Fair and Open Conference, November 8–11, 2016
- ICM** Wireless Congress: Systems & Applications, November 9–10, 2016
- A3** electronica Forum
- B4** PCB & Components Marketplace
- B5** Exhibitor Forum

* Exhibitors in this exhibition sector allocated throughout entire Hall A1
Planning status: 7/2016

