RUTRONIK
EMBEDDED

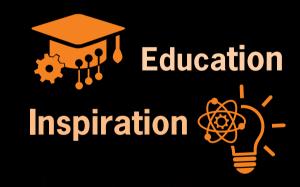**YOU ARE INVITED!**

We would like to keep up the flow of information about latest technologies and trends and are therefore very pleased to inform you about our next event. For three days Rutronik will present products and solutions for the innovation-driven markets Embedded, (I)IoT, Industry 4.0, Robotics, Metering, Logistics, Energy, Biotechnology & Medical, Automation and Artificial Intelligence. Workshops, lectures and Q&A sessions with a large number of well-known manufacturers offer a comprehensive insight into the future of electronics. The Rutronik team of experts is looking forward to meeting you at **www.rutronik.com/TechTalk_Embedded_World**

Education

Inspiration

AGENDA | TUESDAY, 2 MARCH 2021

RUTRONIK EMBEDDED

Schedule	Education Day (New Product Introduction)	
	Supplier/Topic	**Presenter**
10:00 – 11:45 10:00 – 10:30 Lecture 10:30 – 10:45 Q&A	**HMS** PC Speaks the Language of the Field in the Age of Industry 4.0	**Markus Demaria** (Product Manager) **Mario Klug** (Senior Manager Product Marketing Boards)
11:00 – 11:30 Lecture 11:30 – 11:45 Q&A	**Nordic Semiconductor** Discover the Improved Revision of NB-IoT and LTE-M Wireless Dual-core MCU and Learn about the Second Generation of Power Profiler Kit	**Martin Lesund** (Technical Marketing Manager Cellular IoT) **Heike Kubisch** (Product Manager Wireless)
11:45 – 13:00	**Lunch Break**	
13:00 – 15:45 13:00 – 13:30 Lecture 13:30 – 13:45 Q&A	**Telit** 5G IoT and the Enterprise: The Current State of 5G and IoT Applications	**Marco Contento** (Vice-President of Technologies for Telit) **Anja Schaal** (Team Leader Product Marketing Wireless)
14:00 – 14:30 Lecture 14:30 – 14:45 Q&A	**Intel** Intel® RealSense™ Introduction to Depth Vision and Facial Authentification	**Miro Mlejnek** (Technical & Sales Manager EMEA) **Johann Olteanu** (Line Manager Intel)
15:00 – 15:30 Lecture 15:30 – 15:45 Q&A	**Bosch Sensortec** Self-learning AI Sensor BHI260AP for Fitness Tracking	**Kaustubh Gandhi & Florian Caulet** (Senior Product Manager Software & Field Application Engineer) **Marcel Saffert** (Product Sales Manager Analog & Sensors)

AGENDA | WEDNESDAY, 3 MARCH 2021

RUTRONIK EMBEDDED

Schedule	Education Day (New Product Introduction)	
	Supplier/Topic	**Presenter**
10:00 – 11:45 10:00 – 10:30 Lecture 10:30 – 10:45 Q&A	**Transcend** Industrial 3D TLC	**Phillip Blume** (Account Manager Embedded) **Andreas Hofmann** (Senior Manager Product Marketing Storage)
11:00 – 11:30 Lecture 11:30 – 11:45 Q&A	**4D Systems** Smart TFTs and Software Tools / Ready to Market	**Markku Rihonnen** (Business Development Manager) **Nikolai Schnarz** (Product Sales Manager Displays)
11:45 – 13:00	**Lunch Break**	
13:00 – 15:45 13:00 – 13:30 Lecture 13:30 – 13:45 Q&A	**Panasonic** Sending Data over Ultra Low Power / Powered Forever without Maintenance	**Dr. Chetan Joshi** (Business Development Manager) **Michael Spunt** (Senior Engineer Internet of Things)
14:00 – 14:30 Lecture 14:30 – 14:45 Q&A	**AVX** Antennas: Technologies & New Product Developments Super Capacitors for Pulse Power Applications	**Carmen Redondo** (Global Marketing Manager Antennas) **Ussama Margieh** (FAE Team Manager)
15:00 – 15:30 Lecture 15:30 – 15:45 Q&A	**Holitech** Displays and General Market Information	**Thomas De Laar** (General Manager) **Michael Haedecke** (Business Development Manager)

AGENDA | THURSDAY, 4 MARCH 2021

RUTRONIK EMBEDDED

Schedule	Inspiration Day	
	Supplier/Topic	**Presenter**
10:00 – 10:30 Lecture 10:30 – 10:45 Q&A	**Rutronik** Rutronik´s New Suppliers: Introduction of Rutronik´s New Partners and Suppliers on the Linecard to meet your Challenges of the Future	**Bernd Hantsche** (Director Product Marketing Embedded & Wireless)
11:00 – 11:30 Lecture 11:30 – 11:45 Q&A	**+++NEW SUPPLIER SPECIAL+++** **Infineon / Cypress** MCU-PSoC-Connectivity / Modus Toolbox	**Graham Smith** (FAE Manager EU-North) **Manfred Choutka** (Director Distribution Partner Management EMEA)
11:45 – 13:00	**Lunch Break**	
13:00 – 13:30 Lecture 13:30 – 13:45 Q&A	**Rutronik** Smart Displays	**Nikolai Schnarz** (Product Sales Manager Displays)
14:00 – 14:30 Lecture 14:30 – 14:45 Q&A	**Rutronik** Robust and Universal Battery Modeling Algorithm for Impedance Spectroscopy based on Standard MCU	**Andreas Mangler** (Director Strategic Marketing)
15:00 – 15:30 Lecture 15:30 – 15:45 Q&A	**Rutronik** How Do I Select the Right NAND Flash Solution for my Application	**Daniel Zajcev** (Product Sales Manager Storage)

(Schedule row groups: 10:00 – 11:45 and 13:00 – 15:45)

RUTRONIK
ELECTRONICS WORLDWIDE

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Follow this link: embedded-world.de/voucher

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REGISTER

Online Registration*

www.rutronik.com/TechTalk_Embedded_World

* This invitation is subject to the approval of your superior

Contact
eventadmin@rutronik.com

Rutronik Elektronische Bauelemente GmbH
Industriestraße 2 | 75228 Ispringen | Deutschland
Tel: +49 (0) 7231 801-0 | Fax: +49 (0) 7231 82282
Email: rutronik@rutronik.com | www.rutronik.com