The entire spectrum of automobile electronics at electronica 2010

Energy efficiency and environmental compatibility are two of the most important challenges facing the automobile industry. Automobile electronics can provide numerous solutions for future automobiles and is also therefore one of the fastest growing markets in the automotive sector. Around 20% of exhibitors at electronica 2010, the world's leading trade fair for components, systems and applications for the electrical engineering and electronics industry, will show products from the automotive sector and present solutions for future mobility. In addition to the trade fair itself, the "electronica automotive conference" and the "Automotive Forum" will also focus on this topic, thus forming the 3-pillar concept of the trade fair for this area.

The automobile industry ranks among the world's most important and highest earning industries. Automobile electronics also plays a leading role in the electronics sector as a subsegment. After a drop in turnover to $125 billion in 2009, market researchers are anticipating an increase – based on the latest available figures - to $244 billion up to the year 2017 (Source: Strategy Analytics).

Requirements relating to future mobility
The anticipated rise in turnover is due not least to the fact that the industry is tackling the requirements relating to future mobility and is developing innovative solutions. "E|ENOVA" – the Automobile Electronics Innovation Alliance" - has now become the Project "Energy Efficient Driving 2014", "EFA 2014" for short. The objective of this initiative is to reduce the fuel consumption of vehicles with conventional engines by up to 10% by the year 2014. The participating companies, which will also exhibit at electronica 2010, include ELMOS Semiconductor AG, Flextronics Automotive GmbH & CO.KG, Infineon Technologies AG and Robert Bosch GmbH.

Small and medium-sized companies, as well as market leaders such as Epson Europe Electronics GmbH, Silicon Labs Inc. and Freescale Halbleiter Deutschland GmbH will also present their solutions for automobile electronics at electronica 2010.

Variety of innovative approaches
Increasing the "intelligence" of vehicles is one of the most important approaches for reducing fuel consumption. By making full use of all data, for example from the navigation system, driving situations will be predicted in future and the operating strategies of the vehicle will be matched to requirements. This will lead to considerable potential savings.

Another way to increase efficiency is to make use of torque generation and transmission. Electronic powertrain systems optimize energy in the vehicle's

powertrain. The industry is expecting strong growth of up to 14% for the required components such as ”powertrain ECUs“ in the next few years (Source: Strategy Analytics).

The obstacle which all manufacturers of electric vehicles must currently overcome is series production of a battery that is efficient and small and can be quickly recharged. Leading international companies in this field, e.g. Axeon AG from Scotland and the French battery manufacturer Saft S.A., are also expected to attend electronica 2010. Both companies are developing lithium-ion batteries for industrial applications. The batteries from Axeon are now already being used all over Europe to drive electric cars.

electronica 2010 – Three-pillar concept for automobile electronics
The trade fair, the centerpiece of electronica, is the most important innovation platform for international companies in the automotive industry. Exhibitors presenting automotive solutions can be called up on a day-to-day basis in the exhibitor database using a filter function.

The “Automotive Forum“ will examine the topics of e-mobility, safety and communication during different sessions. The forward-looking technologies will be described on all four days of the trade fair during short talks and podium discussions.

The ”electronica automotive conference“ will be held in the Munich International Congress Center on November 8 and 9, 2010. The first day featuring talks on markets and strategies will be aimed at top managers from automobile manufacturers, automotive component suppliers and electronics companies. The focal point for the target group on the second day will be technical management technologies. The program for the electronica automotive conference can be found on the electronica website.

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