

MEMS Industry Group Launches MEMS Executive Congress Europe

Posted by Chris Warner

MEMS Industry Group (MIG) will host its first MEMS Executive Congress® Europe, March 20, 2012 in Zurich. This European edition of MIG's highly successful executive event features an opening presentation by MIG Managing Director Karen Lightman, keynotes by Audi AG and STMicroelectronics, and panels on innovative uses of micro-electromechanical systems (MEMS) in both established and emerging markets.

"MEMS is a global industry, and the European region is a powerhouse in automotive systems, industrial automation and energy creation/conservation, and mobile communications. European companies and organizations are also applying MEMS to biomedical applications in ways that will truly improve our quality of life," said Karen Lightman, managing director, MEMS Industry Group. "Attendees of MEMS Executive Congress Europe will gain real-world insight into product enhancements now made possible through the intelligence and versatility of MEMS."

MEMS EXECUTIVE CONGRESS KEYNOTES

- Carmelo Papa, senior executive vice president and general manager, Industrial & Multisegment Sector, STMicroelectronics: With his experience in recognizing its potential and supporting the business with appropriate resources, Mr. Papa will discuss why MEMS has seen explosive growth over the past half-decade, how ST has contributed to that growth with its recognition of the consumerization wave, and why the potential for future growth is limited only by imagination. Mr. Papa will highlight several future MEMS opportunities and will challenge the audience to think beyond the usual to innovate using MEMS.

- Markus Buhlmann, head of unit, Chassis Electronics, Vehicle Dynamics/Software, Audi AG: Mr. Buhlmann will describe how MEMS is enabling a new level of automotive safety, comfort and functionality, presenting Audi's central inertial sensors' integration platform, "Sensory Array Audi" (SARA)—which makes sensor data available for the most varied vehicle functions on a cross-system basis. Mr. Buhlmann will also address the collaboration among MEMS suppliers, Tier 1 suppliers and automotive manufacturers, as well his vision of the car of the future.

MEMS EXECUTIVE CONGRESS EVENING SPEAKER

- Henry Baltes, professor emeritus, ETH Zürich, Micro and Nanosystems: As a professor of physical electronics at ETH Zürich and director of the physical electronics laboratory from 1988 to 2006, as a pioneer in the field of biosystems science, and as co-founder of both Sensirion AG and LSI Logic Corporation of Canada, Mr. Baltes will draw upon his extensive experience to present an overview of micro- and nanosystems at ETH during an evening dinner presentation.

MEMS EXECUTIVE CONGRESS PANELS

•MEMS Enabling Smart Industrial Systems: MEMS is enabling a revolution in smart systems for industrial automation, including smart buildings, and even smart cities. Panelists will explore how MEMS is helping to manage the world's increasing energy-related challenges, such as reducing emissions and energy consumption, monitoring and reporting energy usage, and energy harvesting. Moderated by Per Slycke, CTO and founder, Xsens, with panelists:

?Burkhard Habbe, vice president, business development, Micropelt GmbH;
?Nicolas Letier, strategy & innovation, France, innovation director, Schneider Electric;
?Nico de Rooj, vice president, Microsystems Technology, CSEM; and
?Dr. Thomas Scheiter, global owner of Microsystems R&D, Siemens.

•MEMS and the Changing Automobile: Advancements in automotive safety systems and alternative-energy vehicles are a big part of our future. A panel of industry experts will discuss what's next, from zero-emission cars to cars that drive themselves. Moderated by Jiri Marek, senior vice president of engineering sensors, Automotive Electronics Division, Robert BOSCH GmbH, with panelists:

?Richard Dixon, senior analyst, MEMS & Sensors, IHS iSuppli;
?Hannu Laatikainen, executive vice president, Transportation Business, VTI Technologies;
?Marc Osajda, global automotive strategy manager, Freescale Semiconductor; and
?Bernhard Schmid, manager, Sensor System & Technology Center Chassis & Safety Division, Continental Teves AG & Co. oHG.

•MEMS and Quality of Life: MEMS is enhancing quality of life (QoL) in a variety of ways. Panelists will discuss technologies and commercial opportunities in the medical sciences, ranging from the lab and clinical care to patient monitoring, management, rehab, replacement and drug delivery. Moderated by Jo De Boeck, CTO, imec corporate; with panelists:

?Chris Baten, program manager, Roessingh Research and Development;
?Dr. François Berger, director, CEA Leti - Clnatec;
?J.W. (Hans) Hofstraat, vice president, Philips Research Healthcare Strategic Partnerships, Philips Research Laboratories; and
?Frédéric Neftel, MD, president & CEO, Debiotech SA.

•MEMS in Consumer Products: From smartphones and tablets to game controllers and digital cameras, MEMS is changing the user experience with consumer products. Thanks to a reduction in prices, a more robust software ecosystem and better infrastructure, which is accelerating MEMS production, consumers are demanding—and receiving—more functionality in their products. Panelists will discuss how European companies are among the world's leaders in the innovative use of MEMS for consumer products. Moderated by Stefan Finkbeiner, CEO, Akustica, with panelists:

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?Jean-Christophe Eloy, founder and president, Yole Développement;
?Andre van Geelen, executive vice president & general manager, EPCOS Netherlands B.V.;
?Terho Lahtinen, manager, Product Concepts & Innovation, Suunto; and
?Sauli Palo, principal specialist, Component Quality and Technology, Nokia Corporation.

ABOUT MEMS EXECUTIVE CONGRESS EUROPE

MEMS Executive Congress Europe brings together business leaders from a broad spectrum of industries: automotive, industrial/energy, biomedical/quality of life, and consumer goods. It is a unique professional forum at which executives from companies designing and manufacturing MEMS technology sit side-by-side with their end-user customers in panel discussions and networking events to exchange ideas and information about the use of MEMS in commercial applications.

Sponsors of MEMS Executive Congress Europe (as of January 25, 2012) include: include: Platinum Sponsor - EV Group; Gold Sponsors - Applied Materials and SPTS Technologies; Silver Sponsors - Analog Devices and Semefab; and Bronze Sponsors - A.M. Fitzgerald & Associates, Asia Pacific Microsystems, GSA and IVAM. Additional sponsors include ACUTRONIC, AEPI, Bosch, Bosch Sensortec, CEA Léti, CSEM, Freescale Semiconductor, Fries Research & Technology (FRT), IHS iSuppli, imec, Maxim, MST BW: Mikrosystemtechnik Baden-Württemberg, Okmetic, Smart Systems Integration, Solid State Technology, SVTC and Yole Développement.

MEMS Executive Congress Europe will be held March 20, 2012 at the Hotel Novotel Zurich Airport Messe, Zurich, Switzerland. It is conveniently co-located with Smart Systems Integration 2012. Attendees will receive a 20% discount for attending both events, and an early registration rate is available until February 20, 2012.

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