

## What's new for electronica 2012

At electronica from November 13 - 16, leading international companies will present their products, the latest solutions and the most important trends that pertain to the topic of electromobility. In the automotive Forum, industry experts will provide insights into technologies and markets that are relevant to actual practice. On November 12 and 13, industry specialists at the electronica automotive conference at the ICM - Internationales Congress Center München will examine strategies for mobility of the future.

At this year's electronica, more than 1,000 exhibitors will present technologies and products for the automotive sector. One of the focal points in this sector and a main theme of the fair is electromobility. Besides the exhibition sector, this topic is reflected in the program of events in the automotive Forums and at the electronica automotive conference, which together complete the fair's three-pillar concept.

Products range from PCBs to vehicle concepts

For the first time ever, Visteon® is presenting its "e-Bee" concept at electronica. The automobile concept explores new approaches to vehicle use and consumer electronics, from using graphic user interfaces to display information to Cloud profiles that make it possible to personalize a car to the widest range of drivers and requirements. One of the most important new developments is that the concept is completely compatible with all common (vehicle) platforms for electro-mobiles.

Mektec Europe is also dealing with the latest challenges facing the automotive industry, from infotainment and lighting to alternative drive technologies and sensors. In nearly all of these areas, modern cars rely on flexible printed circuits that combine electronics and mechanical functions. At electronica, Mektec will present its patented flexible printed circuit (Flex) with an integrated seal that permits the simultaneous transmission of signal and power currents such as those needed for hybrid drive systems.

The automotive Forum in Hall A6 will also give visitors an in-depth look at this sector. Among other things, the program of events includes lectures on electromobility, power electronics, batteries and drive technologies. For example, in a panel discussion on Wednesday, veterans from AEL, NXP, Osram Opto and other companies will discuss "Lighting concepts and LEDs". An up-to-date schedule for the automotive Forum is available online.

Developments, strategies and expert know-how at the electronica automotive conference

One of the events that accompanies electronica is the electronica automotive conference on November 12 and 13. In some 30 lectures, international experts will explain the latest technologies and market developments that pertain to "The Car in the Web", "Energy-Efficient Mobility", "Safe Driving" and "Design to Cost".

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The first day of the conference mainly addresses leading executives of automobile manufacturers, automotive-supply companies and electronics companies. The program of events includes lectures such as presentations by Dr. Rupert Stütze, Head of Systems Development for Electric Vehicles at Bosch, on the topic of "Powertrain Electrification: Current Challenges and Solutions in Development of Power Electronics" or by Wolfgang Sczygiol, Managing Director of Brose-SEW, on the topic of "Strategies of Suppliers in the Market of Motors and Inductive Charging for Electric Mobility". Other lectures on the first day of the conference deal with increased networking of the automobile and the Internet, the LTE mobile wireless standard and topics such as power electronics, motors and charging units for electric automobiles.

The second day of the conference is broken down into two tracks. They both revolve around technologies that address technical management in automotive, auto-supply and electronics companies. The first track focuses on electromobility in the morning and on power electronics in the afternoon. The second track focuses on the topics of safety and the Internet in the automobile. The second day of the conference will conclude with a roundtable discussion on "Concepts of Mobility". The entire schedule for the electronica automotive conference is available online.

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