

# embedded

in numbers, facts and figures



**electronica** 2012

inside tomorrow

25th International Trade Fair  
for Electronic Components,  
Systems and Applications  
New Munich Trade Fair Centre  
November 13–16, 2012  
[www.electronica.de](http://www.electronica.de)

## Focusing on key technologies and applications

The exhibition themes, the entire range of future-oriented innovations, and a great response: **e**lectronica embedded at the trade fair **e**lectronica demonstrates its unrivaled importance to the entire industry.

### **Embedded: A complete success in 2010**

**Strong presence:** 230 companies had embedded products and services at the fair

**Great acceptance:** 22,377 visitors, or 31% of all visitors, visited **e**lectronica embedded

**High satisfaction:** Excellent ratings from exhibitors and visitors alike

## Diversity that leaves nothing to be desired

### **e**lectronica embedded topics

- Development tools, software
- Development tools, hardware
- Hardware
- Peripheral systems
- DDI and other network-technology components
- Memories and storage peripherals
- Complete system solutions

### **embedded Forum: An outstanding innovation platform**

#### **Ideal location:**

At the heart of **e**lectronica embedded

#### **Latest hot topics:**

Innovative, market-relevant technologies

#### **Appealing attraction:**

Highly frequented, great deal of attention

## Ratings:

## Why exhibitors and visitors come—and come again

### **Rating of good to excellent by exhibitors in the “e**lectronica embedded” sector

**91 %** Quality of visitors

**90 %** Transparency/breakdown of exhibits

**87 %** Quality of exhibitor services provided by organizer

**87 %** Share of international visitors

**85 %** Fair’s leading role in the industry

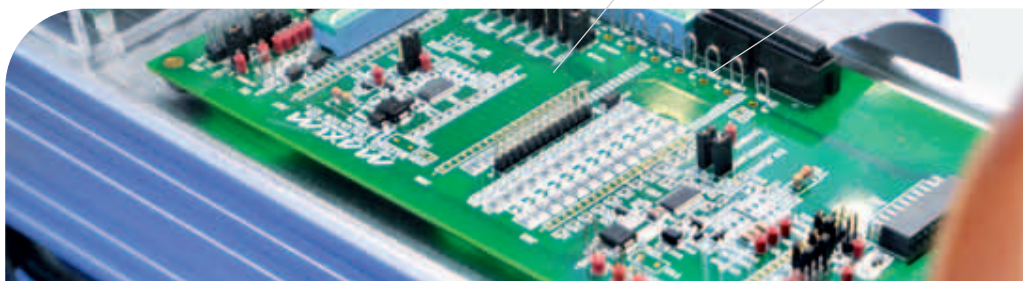
**85 %** Fair’s program of related events (conferences, forums, CEO Roundtable, etc.)

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### Visitor rating:

electronica embedded's exhibitors have a high opinion of the fair in general and of the embedded sector in particular.

**98 %** gave electronica a rating of good to excellent for the scope and completeness of its exhibits

**94 %** gave the electronica embedded sector a rating of good to excellent

**86 %** gave the embedded Forum a rating of good to excellent

### Plan to attend the next electronica:

**79 %** of the visitors in the electronica embedded sector said that they would probably or definitely attend the next electronica.

### Visitor profile:

The 22,377 visitors in the electronica embedded sector practically represent the entire electronics industry—and in all the key categories.

#### Job position

**19 %** Department/team/group/division head

**14 %** Self-employed entrepreneur, partner/  
freelance professions

**11 %** Project director with managerial authority

**7 %** Managing director/board member

**34 %** Other employees, skilled workers, civil servants

#### Branches of industry

**22 %** Applications/use of electronic components/  
assemblies/subsystems

**21 %** Electronics assembly/subsystem manufacturing

**20 %** Research and development

**9 %** Electronic component manufacturing

**8 %** Services

#### Area of responsibility

**44 %** Development: Hardware

**39 %** Development: Software

**17 %** Design

**14 %** Company/business/plant management

**14 %** Research (basic)

**11 %** Sales

#### Primary sectors

**39 %** Industrial electronics

**22 %** Automotive

**17 %** Medical electronics

**15 %** Wireless

**14 %** Electronics for other consumer goods

**14 %** Telecommunications, wired

**12 %** Military/defense electronics

**11 %** Power engineering

**10 %** Electronics for aviation/aerospace technology

**9 %** Electronics for office equipment/IT

**7 %** Consumer electronics

#### Visitors according to company size (number of employees)

**17 %** 1 to 9

**16 %** 10 to 49

**19 %** 50 to 249

**8 %** 250 to 499

**5 %** 500 to 999

**24 %** 1,000 and more

#### Influence on purchasing/acquisition decisions

**29 %** Help to decide

**26 %** Advisory capacity

**24 %** Primary decision-maker

# Advantage for exhibitors: More chances to get new customers

## Activate additional sales potential

Visitors from other exhibition sectors come to **e**lectronica embedded in large numbers.

Exhibitors in this sector can expect a high level of acceptance and to tap new sales potential.

	Share of visitors from other exhibition sectors who also visited <b>e</b> lectronica embedded	Visitors in management positions	Gave <b>e</b> lectronica embedded a rating of good to excellent
Wireless	51 %	53 %	90 %
Electronic design (ED/EDA)	49 %	55 %	97 %
Displays	48 %	49 %	94 %
Sensors	40 %	53 %	92 %
Power supplies	32 %	56 %	95 %
Semiconductors	40 %	53 %	93 %
Automotive	39 %	50 %	97 %
Test and measurement	39 %	50 %	95 %
PCBs, other unpopulated circuit carriers and EMS (electronic manufacturing services)	34 %	50 %	93 %
Passive components	31 %	55 %	96 %

## All branches of industry under a single roof

### Companies represented at **e**lectronica embedded (excerpt from 2010)

AAEON Technology Inc. • ABS Gesellschaft für Automatisierung, Bildverarbeitung und Software mbH • ACTRON AG • Adeneo Embedded • admatec GmbH Elektronische Systeme und Komponenten • Advantech Europe GmbH • Anders Electronics plc • Art of Technology AG • Beck IPC GmbH • Cleverscope Ltd. • COMPOTRON GMBH • congatec AG • DSPECIALISTS Digitale Audio- und Messsysteme GmbH • Embedded Developer LLC • Energy Micro AS • Epson Europe Electronics GmbH • Freescale Halbleiter Deutschland GmbH • Garz & Fricke GmbH • Globaltech India Pvt. LTD • Glyn GmbH & Co.KG • Hilscher Gesellschaft für Systemautomation mbH • IMST GmbH • INCOstartec GmbH • Industrial Computer Source (Deutschland) GmbH • Ineltro AG • Ineltro Electronics GmbH • Integrated Device Technology • JTAG Technologies BV • Kontron AG • Lantronix Inc. • Lucius & Baer GmbH • Marvell Semiconductor, Inc. • MathWorks GmbH • Mentor Graphics (Deutschland) GmbH • MEV Elektronik Service GmbH • Microchip Technology • Microsoft Corporation • Mikrap AG • Mikroprojekt d.o.o. • M-Tronic Design & Technology GmbH • Nu Horizons Electronics GmbH • Open Source Automation Development Lab (OSADL) eG • OSATEC Ltd • Parasoft • Perforce Software • PHYTEC Messtechnik GmbH • pls Programmierbare Logik & Systeme GmbH • Renesas Technology Europe GmbH • Silicon Labs • Texas Instruments Deutschland GmbH • TQ-Group GmbH • VCE Virtual Chip Exchange Inc. • Vector Informatik GmbH • Westline Electronic Engineering • Wintec Industries • Zühlke Engineering GmbH



## Hall assignments at a glance



Hall diagram from 2010

- A1** Electronic design (ED/EDA)\*
- A1** Test and measurement
- A2** Micronano-systems
- A2** Servo-technology/drive elements
- A2** Sensors
- A2** Electromechanics/System peripherals—casing technology
- A3** Displays
- A4** Semiconductors
- A5 A6** Wireless
- A4** Automotive
- A6** Embedded systems
- B1 C1** PCBs, other circuit carriers and EMS
- B2** Power supplies
- B3 B4** Electromechanics/System peripherals—Interconnection components/systems
- B5** Electromechanics/System peripherals—Relays, switches, keyboards and cables
- B5 B6** Passive components
- in all halls** Information gathering and services, System components

### electronica automotive

- ICM** electronica automotive conference
- A6** electronica automotive Forum Exhibition

### electronica embedded

- A6** electronica embedded Forum Exhibition
- A3** electronica Forum
- B5** ZVEI: Forum
- ICM** Wireless Congress Systems & Applications

\* Exhibitors in this exhibition sector located throughout Hall A1

## Participation alternatives and stand construction

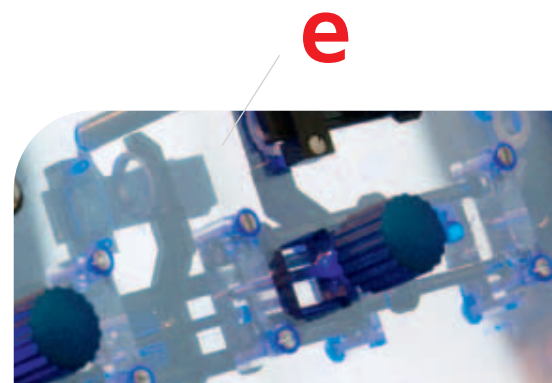
### Stand concepts to your specifications in the electronica embedded exhibition sector:

Whether you build your own stand or prefer a package stand that includes setup and dismantling or an embedded combination package: Our participation alternatives give you the greatest flexibility possible.

Additional information is available on our "Price list" at: [www.electronica.de/en/2012](http://www.electronica.de/en/2012)

### Presentation timeslot in the embedded Forum:

As an exhibitor, you can also reserve a presentation timeslot (30 min.) in the embedded Forum to showcase your products and services with an optimum presentation in prominent surroundings.



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## Helpful information

### Exhibition

November 13–16, 2012

Times:

Tuesday–Thursday: 9 a.m.–6 p.m.

Friday: 9 a.m.–5 p.m.

New Munich Trade Fair Centre, Germany

### Setup

From Wednesday, November 7, 2012 (8 a.m.)

to Monday, November 12, 2012 (6 p.m.)

24 hours a day

### Dismantling

From Friday, November 16, 2012 (6 p.m.)

to Tuesday, November 20, 2012 (6 p.m.)

24 hours a day

### Organizer / Information

Messe München GmbH, Messegelände

81823 München, Germany

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Fax +49 89 949-20339

info@electronica.de

### Foreign representatives

With subsidiaries operating around the world and foreign representatives serving 90 countries, Messe München International (MMI) has a global network. An up-to-date list of addresses is available at [www.electronica.de](http://www.electronica.de) > Exhibitors > Contact

### Network of fairs in the electronics industry's growth markets

In addition to eelectronica, Messe München International (MMI) organizes other leading electronics trade fairs in Asia and South America. As a result, exhibitors profit from MMI's know-how in other regions of the global electronics market.

[www.electronica.de/electronicnetwork](http://www.electronica.de/electronicnetwork)



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All figures from the TNS Infratest survey of exhibitors and visitors at eelectronica 2010. Multiple responses possible in some cases.  
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