

PRESS RELEASE

Immerse yourself in the world of embedded systems: Rutronik TechTalk meets embedded world 2021

Ispringen, 18 February 2021 – Stay digital but connected: Rutronik will be presenting products and solutions for the innovation-driven markets of embedded, (I) IoT, Industry 4.0, robotics, measurement, logistics, energy, biotechnology and medicine, automation and artificial intelligence at embedded world DIGITAL and as part of the successfully established TechTalk from 2 to 4 March 2021. Workshops, lectures and Q&A sessions with a variety of well-known manufacturers will provide a comprehensive insight into the future of electronics. Free registration is available at www.rutronik.com/TechTalk_Embedded_World

The English-language sessions start at 10.00 a.m. on all three days and consist of a half-hour presentation followed by a Q&A session (approx. 15 minutes).

Education Days - New Products x New Visions

On the first two days, Rutronik's product managers will present the latest product versions together with innovative partners.

On 2 March, HMS, Nordic Semiconductor, Telit, Intel and Bosch Sensortec will deal with (I)IoT, 5G, artificial intelligence, among other topics.

On 3 March, Transcend, 4D Systems, Panasonic, AVX and Holitech will present trends in storage, HMI/displays and energy.

Inspiration Day - Creating future

The final day on March 4 will be devoted entirely to Rutronik's most innovative topics. The supplier special with Infineon / Cypress is guaranteed to be a highlight.

Further information on the Rutronik Embedded campaign can be found on the embedded world DIGITAL platform. Interested parties can secure a free digital ticket at the following link: embedded-world.de/voucher.

Code: ew21458725

About Rutronik

Rutronik Elektronische Bauelemente GmbH is one of the leading distributors in Europe. With over 80 local offices around the globe, the company has a successful international network. The broadline distributor supplies semiconductors, passive and electromechanical components as well as boards, storage, displays & wireless products. The company's primary target markets are the automotive, medical, industrial, home appliance, energy and lighting industries.

The ranges RUTRONIK **EMBEDDED**, RUTRONIK **SMART**, RUTRONIK **POWER** and RUTRONIK **AUTOMOTIVE** provide customers with specific products and services in groups tailored to the respective applications. Expert technical support for product development and design-in, individual logistics and supply chain management solutions as well as comprehensive services complete its scope of performance.

Founded in 1973 by Helmut Rudel in Ispringen, Germany, the company employs more than 1,800 people worldwide and achieved sales of around 1.08 billion euros in the 2019 financial year.

The rutronik24.com e-commerce platform gives users access to the online catalog, the Procurement Area and the Product Change Notifications (PCNs) with just a single login. The online catalog provides an overview of all products including detailed data sheets, and intelligent search functions make selection easier. The 'mass quotation' link allows customers to use their parts list for convenient purchasing. In the Procurement Area, customers can obtain a quick overview of their current and past orders, tenders, article lists, safety stock level, contracts, consignment stock and traceability. The current catalogs, procurement information, PCNs and also a wide range of media are available for downloading.

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