

PRESS RELEASE

Rutronik at embedded world 2020: Hall 5, Booth 467

Ispringen, December 11, 2019 – New Bluetooth standards, IoT and 5G applications, and display technologies – Rutronik Elektronische Bauelemente GmbH's appearance at embedded world (Hall 5, booth 467) from Tuesday, February 25 to Thursday, February 27, 2020 will be centered around these key topics.

RUTRONIK EMBEDDED will show visitors system concepts ranging from connected sensor nodes and gateways to customer-specific display customizations. When it comes to displays, storage media, and embedded boards, robustness and long-term availability are the top priorities. Rutronik will be exhibiting products at embedded world for the metering, medical, and transportation markets, as well as solutions for rugged industrial applications.

“This year, our trade show presence will focus on Bluetooth energy harvesting, the latest BLE standards, WLAN short range technologies, IoT mobile radio standards, 5G, as well as TFTs, OLEDs, e-paper, and passive LCDs,” explains Vincenzo Santoro, Senior Marketing Manager Displays & Monitors at Rutronik.

Rutronik will also be exhibiting data logging applications, antennas, boards, and storage devices at its booth. As in 2018, Rutronik partner PBV Kaufmann will also be exhibiting at the company's booth, this time with a blockchain/Handycash application. Demos by manufacturers such as 2J, Apacer, AVX, Chinmore, Intel, Kontron, Molex, Pulse, Swissbit, and Yageo will also be on display.

About Rutronik

Rutronik Elektronische Bauelemente GmbH is the third largest distributor in Europe (European Distribution Report 2017) and the number eleven worldwide (SourceToday, May 2018). The broadline distributor supplies semiconductors, passive and electro-mechanical 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. The company, founded by Helmut Rudel in 1973 in Ispringen, Germany, now has over 80 subsidiaries in Europe, Asia and the Americas. Rutronik employs more than 1,850 staff worldwide and achieved Group sales of 1,05 billion euros in the fiscal year 2018.

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