



Press Release



Rutronik at embedded world 2019: Hall 3, Booth 159



Ispringen, January 9, 2019 – Embedded, the Internet of Things (IoT), Industry 4.0, security, wireless, and display technologies: Rutronik Elektronische Bauelemente GmbH's booth at embedded world 2019 (hall 3, booth 159) from Tuesday, February 26, to Thursday, February 28, in Nuremberg, Germany, will showcase solutions for these segments, and much more.

RUTRONIK **EMBEDDED** will show visitors system concepts from connected sensor nodes to gateways and customer-specific display adjustments. 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, we want to particularly highlight our embedded initiative," explained Vincenzo Santoro, Product Marketing Director of Displays and Monitors at Rutronik. As a result, the trade show booth will include a variety of different demos, like OLED displays from Raystar, a OpenVINO™ development platform for artificial intelligence & vision computing demo by Intel®, and antenna technologies from Rutronik's Wireless division. Narrowband IoT and security for storage and display devices also play a major role.

New Partners Also Participating

"In 2018, Rutronik entered into agreements with additional manufacturers that perfectly complement the embedded initiative portfolio. So at embedded world, we will also be exhibiting products from our new partners," said Mr. Santoro. Display manufacturer Holitech will present its e-paper solution at the Rutronik booth in hall 3, booth 159, and ASUS and EnOcean will also be exhibiting their products.

Rutronik's expert product managers and application engineers from every department will be on hand to answer questions and offer advice. In addition, Rutronik will also be showcasing Rutronik24, its sales organization for SMEs and large companies with medium component requirements. A selection of manufacturers will demonstrate their latest product highlights and answer questions about their products and applications.

About Rutronik (www.rutronik.com)

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 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.

The company, founded by Helmut Rudel in 1973 in Ispringen, Germany, now has over 70 subsidiaries in Europe, Asia and the Americas. Rutronik employs more than 1,600 staff worldwide and achieved Group sales of 950 million euros in the fiscal year 2017.

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