

Press Information

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“Digitalization – The Fourth Industrial Revolution!?” Keynote presentation by ABB confirmed for this year’s Embedded Conference Scandinavia

The conference program for Embedded Conference Scandinavia is currently being put together after a record breaking number of qualitative contributions have been received. The first keynote presentation that is announced will be held by Tomas Lagerberg, Head of Automation Research at ABB Sweden.

- We are proud to include this highly topical presentation at this year’s Embedded Conference Scandinavia and it fits perfectly into the program, says Mr Ulf Bodin, Divisional Manager at EISLAB (Embedded Internet Systems LAB), Luleå Technical University, who is leading the ECS conference committee.

Abstract of the presentation held by Tomas Lagerberg:

Digitalization has already to a large extent revolutionized our daily life. Just think about how we listen to music today, or do bank business, or shop, or learn new stuff etc. The smartphone has quickly become an important part of our life. For young people even the center of gravity, the thing that their life is spinning around! This digital revolution really started when Apple announced their first iPhone back in 2007, i.e. less than 10 years ago. This has in turn accelerated development of mobile communication, computer graphics, CPU chips, sensors, cloud storage, embedded systems etc. When people talk about the fourth industrial revolution they are talking about that digitalization now really is starting to impact and transform also industrial sectors. Companies that want to survive in the future must embrace new technology and use it to increase their competitiveness in a global market.

In this presentation Tomas Lagerberg will talk about the important technologies that are driving this fourth industrial revolution, as well as how it might affect industrial companies. Some questions that might be answered during his presentation are “what does computer gaming have to do with industrial automation?”, “where do humans fit into the future digital plant?” and “what is the significance of the fact that Gangnam Style has more than 2.5 billion YouTube viewings?”

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Embedded Conference Scandinavia consists of a highly qualitative conference program, an important exhibition and popular social activities and has over the years become a key event for the international embedded industry. Last year ECS had 112 exhibiting companies and a delegate record with 1,851 visits over two days.

The eleventh edition of Embedded Conference Scandinavia takes place on November 22-23 at Kistamässan in Stockholm, Sweden.

www.embeddedconference.se

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