

# EMBEDDED CONFERENCE SCANDINAVIA 2016

A LEADING EMBEDDED AND INTERNET OF THINGS EVENT

NOVEMBER 22-23, 2016  
KISTAMÄSSAN • STOCKHOLM  
SWEDEN

## EXCERPTS FROM THE PROGRAM:

- **INTERNET OF THINGS:** Two full days program covering the whole scenario of IoT. From FPGA and  $\mu$ -Controllers and connected IoT systems to infrastructure and security aspects. We will also look at IoT in practice; Experience from real life projects and applications in automotive.
- **SOFTWARE DEVELOPMENT:** Agile methods, Modeling and compiler technology. Software security, test and verification. Open source development for embedded applications.
- **IN-DEPTH TUTORIALS:** Reliable code with MISRA C, model-oriented software engineering, code coverage and testing methodologies
- **HANDS-ON WORKSHOPS:**
  - IoT applications made easy using KEIL MDK
  - Analog simulation using LTspice

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### KEYNOTE SPEAKERS:



**Digitalization – The Fourth Industrial Revolution!?**

**TOMAS LAGERBERG**  
Manager automation solutions  
– **ABB Corporate Research**



**Knowledge – the true shortcut**

**KRISTINA FORSBERG**  
Technical Specialist in Safety-  
Critical Systems – **SAAB**



**Securing the embedded Internet of Things**

**NILS STEEN**  
Consulting Systems Engineer,  
Security - **Cisco Systems**



**Only great developers make great IoT solutions**

**MAGNUS MELANDER**  
Founder - **SMSE** and  
Co-founder - **THINGS**

# A new level for Embedded Conference Scandinavia!

**LAST YEAR EMBEDDED CONFERENCE SCANDINAVIA**, the internationally renowned meeting place for professionals in the field of embedded technology, took a giant leap. With the same successful concept, a compact exhibition, a world-class conference and appreciated social activities, Embedded Conference Scandinavia has grown over the years and is now a must-attend event for everybody in the European embedded and IoT industry.

**WITH ALMOST 2 000 PROFESSIONALS VISITING** the conference and the exhibition the Conference has established itself amongst the largest embedded events in Europe. With visitors and exhibitors from more than 25 countries around the world, Embedded Conference is now more international than ever.

**EMBEDDED CONFERENCE SCANDINAVIA OFFERS YOU** a comprehensive exhibition with some 80 companies and organizations presenting all the new products, services and trends covering all the needs of the industry. We will as always also offer an internationally top ranked conference with more than 70 seminars and presentations, well known key-note speakers and of course the presentation of this year's winners of the Swedish Embedded Award.

ECS is a truly not to miss event! Welcome to join us November 22-23!



**Lena Norder**

CEO

Svensk Elektronik/

The Swedish Electronics Trade Association

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Embedded Conference Scandinavia is initiated by our members - and of course members are favoured by discounts.

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IN EMBEDDED TECHNOLOGY

NOVEMBER 22, 10.00

## Only great developers make great IoT solutions

An IoT application is a quite complex thing, involving at least three industries to collect data, manage it and distribute the results in the right format at the right place and time. All efforts are basically useless until the end result shows up when and where we want it: the package is delivered, the carbon oxide level is too high, too much vibrations in the fan, the door is unlocked, there is a free parking space further down the road and so on. It is hard to calculate ROI on the investments needed to capture the information we are looking for, but it's even harder to visualize what will happen when our application is implemented. We need prototyping, testing with our employees and clients and agile development approaches to optimize our solutions. To do that we need developers mastering the prototyping tools, software and hardware, but we also need great developers to make sure our final solution delivers sustainable customer and business value which require top class UX, architectures supporting future privacy requirements, efficient antennas, excellent power management and so on. Great IoT solutions simply require brilliant developers.



**PRESENTER: Magnus Melander**, Founder - **SMSE** and Co-founder - **THINGS**

Magnus is Swedish entrepreneur and independent consultant in general management, sales, marketing, branding, business development, M&A. His speciality is helping companies to improve their business by leveraging new technology, and his focus since 2010 is Internet of Things. He founded the IoT consulting company B3 Connect Compute and the IoT blog connectcompute.com in November 2011. He initiated the alliance for Swedish IoT entrepreneurs, SMSE, in March 2012 and was nominated for the Mobile Initiative of the year award "Guldmobilen" 2013. In 2014 he co-founded THINGS, a co-workspace for startups with hardware as part of their solution. He has 34 years of international ICT industry experience, including positions with Springworks, IBM, Apple, 3Com, BrainHeart Capital, 7Signals and B3IT, and board experience from a handful of companies including Evothings, Mobil Business, THINGS, Square Publishing, Possio, April, Clue, La Yin, Calazo, Edgeware, Radionet Oy, Åkerströms, Service Factory and Exclan. Magnus is a frequent speaker at international industry events, has spent a lot of time with China and was the author of the BrainHeart Wi-Fi Chronicle 2001-2005. He started The Internet of Everything Chronicle in August 2013 and has written "What decisions makers need to know about M2M aka Internet of Things".

NOVEMBER 22, 13.20

## Digitalization – The Fourth Industrial Revolution!?

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 are 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.

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?"



**PRESENTER: Tomas Lagerberg**, Manager automation solutions, **ABB Corporate Research**

Tomas Lagerberg, born in Sandviken, Sweden 1959, graduated in Computer Systems from the Royal Institute of Technology in 1983. He is married with three children and is a passionate fan of the Leksand icehockey team. He joined ABB as an executive trainee the same year and has remained with ABB ever since. He has held various positions including global marketing and product management for ABB's control systems business as well as forming and heading a global business unit on Industrial IT Platform. Since 2004 Tomas has been with Corporate Research and headed automation research for ABB Sweden. His department currently consists of around 60 researchers working in areas such as control, optimization, software, user experience, mechanics, robotics and industrial communication.

NOVEMBER 23, 10.00

## Securing the embedded Internet of Things

Internet of things is growing in a unprecedented rate creating new opportunities for companies to utilize. But with everything connected, cyber security needs to be up to par to counter attacks on data, software and the infrastructure. Come and see what Cisco is doing to secure the management, transport and data plane.



**PRESENTER: Nils Steen**, Consulting Systems Engineer, Security, **Cisco Systems**

A sixteen year Cisco veteran, Nils has worked with securing critical infrastructure for more than two decades. As a senior specialist at Cisco, he is focused on the intersection between security, networking and critical infrastructure. Before joining Cisco he was responsible for designing and maintaining several major service provider networks.

NOVEMBER 23, 13.20

## Knowledge – the true shortcut

When designing dependable systems it is essential to understand the intended function and the level of safety connected to the function. If this is known, we can apply classic redundancy and fault tolerance concepts to achieve sufficiently safe designs. This talk will address what is necessary in order to design safety critical embedded systems (fail-stop and fail-operational) using experiences from the avionics industry. Further, the talk will touch upon challenges with increasing and more advanced functionality - mostly enabled through software. In such software intensive systems, the understanding of intended function and a deterministic behaviour in presence of faults and errors is becoming more difficult.

This trend, with ever increasing integrated functions, in embedded systems combined with insufficient assessment methods to cope with the complexity of verifying correct behaviour is truly a future challenge in dependable systems design. We know what we know, and to some extent, we know what we don't know - but we can't handle problems that we don't know that we don't know.



**PRESENTER: Kristina Forsberg**, Technical Specialist in Safety-Critical Systems, **SAAB**

Kristina Forsberg received a M.Sc. in Electrical Engineering 1998 and a PhD in Computer Engineering 2003 from Chalmers University of Technology. Since 2003, Kristina has worked as a Systems Engineer at Saab AB, specializing in the field of system safety – ranging from design to safety assessment of fault tolerant architectures. She has gained experience in product development, analysis, safety assessment and problem solving from both civil and military projects. Kristina has given several presentations, courses, seminars, and lectures, in both academia and industry, in System Safety, Integrated Modular Avionics, Fault-Tolerance and Certification. 2012-2015 Kristina also worked at Mälardalen University as Adjunct Professor in Computer Science, Avionics. Her role was to develop new advanced courses related to the field along with supporting ongoing research in the field of safety critical engineering.

DAY 1 • NOVEMBER 22, 2016

Nov 22	Track 1	Track 2	Track 3	Track 4	Track 5	Track 6
09:15-10:00	<b>Embedded systems in the automotive industry</b>  <b>09:15 A flexible test solution to test embedded systems in multiple domains; The C-ITS and IoT use cases</b> Presenter: Dr. György Réthy - Ericsson	<b>Embedded security, components to system</b>  <b>09:15 Is IoT security a nightmare?</b> Presenter: Dr. Shahid Raza - SICS Swedish ICT	<b>Operating systems</b>  <b>09:15 Selecting an Embedded Operating System</b> Presenter: Colin Walls - Mentor Graphics	<b>Connected systems of embedded systems</b>  <b>09:15 The Prevas Simple Connect (PSC)</b> Presenter: Daniel Rasmussen - Prevas	<b>Workshop 1:</b>  <b>09:15 IoT applications made easy using KEIL MDK</b> Presenter: Björn Skånberg, Nohau Solutions. 2,5 hrs. <i>Hands-on session. Limited Seating.</i>	
10:00-10:20	<b>KEYNOTE 1</b> <b>Only great developers make great IoT solutions - Presenter: Magnus Melander - SMSE, THINGS</b>					
10:20-11:00	<b>COFFEE &amp; EXHIBITION</b>					
11:00-12:00	<b>Embedded systems in the automotive industry</b>  <b>11:00 Software trends in automotive embedded systems</b> Presenter: Marcus Nissemark - Green Hills Software	<b>Embedded software development and use</b>  <b>11:00 Is UML Dead? The New Future of Executable Modeling</b> Presenter: Leon Starr - Model Integration	<b>Embedded security, components to system</b>  <b>11:00 Security design and assessment of IoT products + Q&amp;A</b> Presenter: Cheng Jiang - Atsec	<b>Connected systems of embedded systems</b>  <b>11:00 Software Ecosystems for the Internet of Things</b> Presenter: Prof. Jakob Axelsson - SICS and Mälardalen University	<b>Workshop 1:</b>  <b>11:00 IoT applications made easy using KEIL MDK</b> <i>Continued</i>	<b>Embedded Software Development and use</b>  <b>11:00 Reducing the time, cost and risk of safety critical software development - Reusable Software Components</b> Presenter: Mark Pitchford - Lynx Software Technologies
	<b>11:30 Automotive ADAS feature saves lives with flexible HW (FPGA etc.) – practical implementation reference</b> Presenter: Tryggve Mathiesen - Qamcom R&T AB	<b>11:30 Lower your software development costs through code analysis</b> Presenter: Martin Gisbert - IAR Systems	<b>11:30 Code coverage for safety critical embedded systems</b> Presenter: Olivier Casse - Verifysoft Technology	<b>11:30 Bluetooth Technology Update</b> Presenter: Martin Woolley - Bluetooth SIG		
12:00-12:15	<b>OPENING SPEECH</b> <b>Tomas Lagerberg - ABB</b>					
12:15-13:20	<b>LUNCH &amp; EXHIBITION</b>					
13:20-13:50	<b>KEYNOTE 2</b> <b>Digitalization – The Fourth Industrial Revolution!? Presenter: Tomas Lagerberg - ABB Corporate Research</b>					
14:00-15:00	<b>Embedded systems in the automotive industry</b>  <b>14:00 Writing Reliable Code with MISRA C</b> Presenter: Colin Walls - Mentor Graphics	<b>Embedded software development and use</b>  <b>14:00 C++11/14 features: what's new and why should we care</b> Presenter: Stefano Cadario - ARM Compiler	<b>Software quality, testing and maintenance</b>  <b>14:00 Code Coverage on <math>\mu</math>-Controller</b> Presenter: Sebastian Goetzinger - Verifysoft Technology	<b>Connected systems of embedded systems</b>  <b>14:00 Decompositional Safety Analysis of Automotive Software: From Functional Safety to Component Testing</b> Presenter: Dr. Mohamad Mousavi - Halmstad University	<b>Workshop 2:</b>  <b>14:00 IoT applications made easy using KEIL MDK</b> Presenter: Björn Skånberg, Nohau Solutions. 2,5 hrs. <i>Hands-on session. Limited Seating.</i>	<b>Operating Systems</b>  <b>14.00 AUTOSAR Operating System Optimisations for Multicore Systems</b> Presenter: Dr James Dickie – ETAS
		<b>14:30 Verification at scale: Fitting static code analysis into Continuous Integration + Q&amp;A</b> Presenter: Steve Howard - Rogue Wave		<b>14:30 Design Exploration Framework for In-node Processing in Smart Sensors</b> Presenter: Dr. Muhammad Imran - Mittuniversitetet		

Nov 22	Track 1	Track 2	Track 3	Track 4	Track 5	Track 6
15:00-15:30	COFFEE & EXHIBITION					
15:30-17:00	Embedded software development and use	Embedded software development and use	FPGA, low power design, processors and systems	Connected systems of embedded systems	Workshop 2:	
	<b>15:30 Implementing Continuous Delivery for embedded software product: best practices, tools, and challenges</b> Presenter: Andrey Devyatkin - Praqma	<b>15:30 Models to Code with no Mysterious Gaps</b> Presenter: Leon Starr - Model Integration	<b>15:30 Will Dark Silicon constrain the the data center business, will flexible HW (FPGA etc.) be the answer?</b> Presenter: Tryggve Mathiesen - Qamcom R&T AB	<b>15:30 The frequency spectrum, a limited natural resource and the most valuable asset for successful IoT deployments</b> Presenter: Niclas Norlén - LumenRadio	<b>15:30 IoT applications made easy using KEIL MDK</b> <i>Continued.</i>	
	<b>16:15 Test Automation in Embedded Systems: Meeting the challenge</b> Presenter: Jacob Lärfors, Emenda Nordic	<b>16:15 The Mobile Application as User Interface in industrial IoT Solutions</b> Presenter: Karin Edström - Evothings	<b>16:00 The Standards for Computer-On-Modules are evolving</b> Presenter: Christian Eder - congatec	<b>16:15 Learning From Mistakes in Testing Automotive Software</b> Presenter: Dr. Mohammad Mousavi - Halmstad University		
			<b>16:30 Semicustom - Partitioning industrial systems architecture with COTS-platforms and customdesign</b> Presenter: Patrik Björklund - Trittech			
17:00-19:00	Industry Reception and presentation of the winners of the Swedish Embedded Award 2016					

**DAY 2 • NOVEMBER 23, 2016**

Nov 23	Track 1	Track 2	Track 3	Track 4	Track 5	Track 6
09:15-10:00	Embedded software development and use	Operating systems	Software quality, testing and maintenance	FPGA, low power design, processors and systems	Workshop 3:	
	<b>09:15 Common RTOS-related bugs – How avoid and detect? (Perc01)</b> Presenter: Dr. Johan Kraft - Percepio	<b>09:15 OE-lite Powering Industrial Linux!</b> Presenter: Dr. Kim Højgaard-Hansen - Prevas	<b>09:15 Self-testing in Embedded Systems</b> Presenter: Colin Walls - Mentor Graphics	<b>09:15 Reach highest Computing Performance Levels with Server-On-Modules</b> Presenter: Christian Eder - congatec	<b>09:15 Analog simulation using LTspice</b> Presenter: Thomas Ginell, Linear <i>Technology. 2 hrs. Hands-on session. Limited Seating.</i>	
10:00-10:20	<b>KEYNOTE 3</b>					
	Securing the Embedded Internet of Things - Presenter: Nils Steen - Cisco Systems					
10:20-11:00	COFFEE & EXHIBITION					
11:00-12:00	Embedded systems in the automotive industry	Operating systems	Software quality, testing and maintenance	Embedded security, components to system	Workshop 3:	Embedded Systems in the automotive industry
	<b>11:00 How safe does my code need to be?</b> Presenter: Martin Gisbert - IAR Systems	<b>11:00 The multicore challenge to embedded real-time systems</b> Presenter: Patrik Strömblad - ENEA	<b>11:00 Advanced trouble-shooting of critical real-time systems</b> Presenter: Bernd Hufmann - Ericsson	<b>11:00 Technologies for Securing Telecom, NFV, and IoT platforms using Embedded Linux</b> Presenter: Iisko Lappalainen - MontaVista Software	<b>11:00 Analog simulation using LTspice</b> <i>Continued.</i>	<b>11:00 Using a Separation Kernel to Protect against the Remote Exploitation of Unaltered Passenger Vehicles</b> Presenter: Mark Pitchford - Lynx Software Technologies
	<b>11:30 Securing the connected car</b> Presenter: Marcus Nissemark - Green Hills Software	<b>11:30 Virtualization Impact on Embedded System Performance</b> Presenter: Alexander Smirnov - ilbers		<b>11:30 Trust - the Biggest Challenge for the Internet of Things</b> Presenter: Anders Englund - Attentec		

Nov 23	Track 1	Track 2	Track 3	Track 4	Track 5	
12:00-12:15	<b>Svensk Elektronik &amp; Smartare Elektroniksystem</b> Presenters: Lena Norder, Svensk Elektronik and Magnus Svensson, Smartare Elektroniksystem					
12:15-13:20	<b>LUNCH &amp; EXHIBITION</b>					
13:20-13:50	<b>KEYNOTE 4</b> <b>Knowledge – the true shortcut - Presenter: Kristina Forsberg - SAAB</b>					
14:00-15:00	<b>Embedded software development and use</b>	<b>Operating systems</b>	<b>Software quality, testing and maintenance</b>	<b>Embedded software development and use</b>	<b>Open source</b>	
	<b>14:00 Web-based university courses in software engineering for professional software developers</b> Presenter: Prof. Hans Hansson, Mälardalen University	<b>14:00 Using Hypervisor-Technology for Safe and Secure IoT Devices</b> Presenter: Mehmet Özer - SYSGO	<b>14:00 Still debugging with printf?</b> Presenter: Marc Khouzam - Ericsson	<b>14:00 Power Management in Embedded Systems</b> Presenter: Colin Walls - Mentor Graphics	<b>14:00 PolarSys industry working group, open source solutions for embedded system</b> Presenter: Dominique Toupin – Ericsson	
	<b>14:30 Debugging techniques for IoT applications</b> Presenter: Martin Gisbert - IAR Systems	<b>14:30 HASPOC: Secure virtualization on ARMv8</b> Presenter: Dr. Rolf Blom - Swedish Institute of Computer Science (SICS)		<b>14:30 Improving Software Quality with Static Code Analysis</b> Presenter: Fredrik Häbring, MathWorks	<b>14:30 Does Open Hardware enhance or deteriorate quality?</b> Presenter: Per Olof Hedekvist - SP	
15:00-15:30	<b>COFFEE &amp; EXHIBITION</b>					
15:30-17:00	<b>Embedded software development and use</b>	<b>Open source</b>	<b>Software quality, testing and maintenance</b>	<b>Connected systems of embedded systems</b>		
	<b>15:30 Qt for Device Creation</b> Presenter: Laszlo Agocs - Qt	<b>15:30 Building large-scale automation frameworks for Embedded projects</b> Presenter: Dr. Oleg Nenashev - CloudBees Inc	<b>15:30 Consistent and repeatable metrics for managing testing activities</b> Presenter: Michal Jablonski - Vector Software	<b>15:30 Automating service management for 5G networks - Challenges &amp; Initial Solutions</b> Presenter: Dr. Rafia Inam - Ericsson	<b>15:30 Edge Technology - Key component for I(OT)</b> Presenter: Davor Tonicic - HMS Industrial Networks AB	
	<b>16:15 IoT – An Industrial (R)evolution?</b> Presenter: Hans Christian Lønstad, Data Respons	<b>16:15 Linux Perf for User Space Developers</b> Presenter: Milian Wolff - KDAB	<b>16:15 Fuzz testing for embedded, connected systems – Experiences and Benefits</b> Presenter: Simon Elén – Trittech	<b>16:00 From Idea to the Field : Industrial Open Hardware for IoT running Open Source software</b> Presenters: Hans Andersson and Luigi Tondo - Acal Bfi Nordic	<b>16:15 Deep learning in the field: from the cloud to industrial embedded systems</b> Presenter: Michael Gielda - Antmicro	

The program may be subject to change. Please check [www.embeddedconference.se](http://www.embeddedconference.se) for updated and detailed version including abstracts.

## EXHIBITOR LIST

AAEON	Etteplan	Realtime Embedded
Acal BFi	Green Hills Software	rt-labs
ACTE Solutions	Halmstad University / CERES	Rutronik Nordic
Advantech	Hectronic	Scania
Altera	IAR Systems	Sensor ECS
Antmicro	KDAB	Smartare Elektroniksystem
Avalon Innovation	KTH ICES	SMSE
Avnet Embedded	Linear Technology	Svensk Elektronik
Avnet-Memec Silica	Lynx Software Technologies	T2 Data
Bluetooth SIG	MathWorks	Testhouse Nordic
Broadband Technology	Martinsson Elektronik	THINGS
congatec	Montavista Software	Toshiba Electronics
Data Modul	Multicomponent	Triacon Scientific
Data Respons	Mälardalens Real-Time Research Centre	Tritech Solutions
Digi-Key Electronics	Nohau Solutions	Vector Software
Eclipse Open Source Tools	Nortelco Electronics	Verifysoft Technology
EG Electronics	NOTE	Würth Elektronik
Elektronik i Norden	NXP	Xelmo
Elektronikkonsult	Orcam Systems	ÅF Technology
Elektroniktidningen	Prevas	
Emenda	QNX Software Systems	
ETAS	Qt	

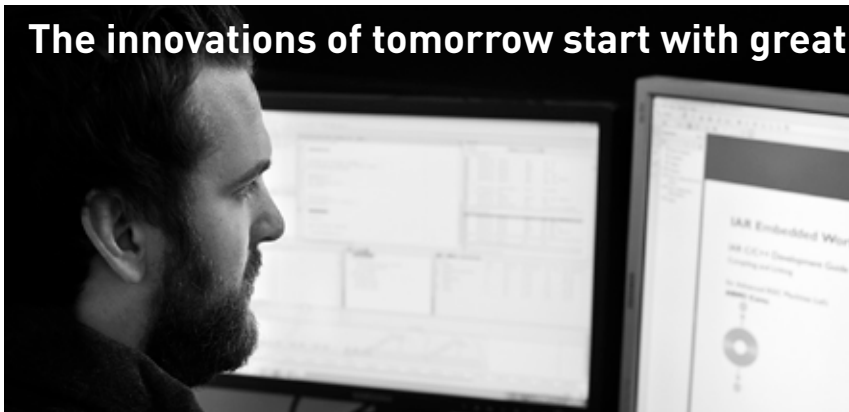
*Exhibitor list as per September 16, 2016. The list may be subject to change. We accept no responsibility for possible changes or printing errors. The organizers have reserved the right to abbreviate company names when deemed necessary.*

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## INFORMATION

**DATE** November 22-23 2016

**VENUE** Kistamässan, Stockholm, Sweden

**ABOUT THE CONFERENCE** All sessions are free of charge, but pre-registration on [www.embeddedconference.se](http://www.embeddedconference.se) is mandatory. Please register and print out your badge in advance to save time onsite. Coffee and light lunch is free of charge to all visitors. The conference language is English. Please check signage onsite for the location of the different sessions.

**ABOUT THE EXHIBITION** Around 80 exhibitors from the embedded industry will showcase the latest news and products. They include top international suppliers, universities and the nominated companies and students of the Swedish Embedded Award. The exhibition is free of charge and no further registration than to the conference sessions is needed (please see above).

### EXHIBITION OPENING TIMES

Tuesday, November 22:	09:00-17:00
Industry Reception & Presentation of the Swedish Embedded Award:	17:00-19:00
Wednesday, November 23:	09:00-16:00

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SCANDINAVIA'S LEADING EVENT  
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