

Press Information

Stockholm, June 26, 2017

“Windows 10 IoT – From Device to Cloud” - Microsoft first keynote confirmed at Embedded Conference Scandinavia 2017

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 Maarten Struys, Account Technology Strategist at Microsoft.

- We are proud to include this highly topical presentation from such a renowned speaker and with an important company as Microsoft at this year's Embedded Conference Scandinavia. It fits perfectly into the program, says Dr Ulf Bodin, Divisional Manager at EISLAB (Embedded Internet Systems LAB), Luleå University of Technology, who is leading the ECS conference committee.

Abstract of the Microsoft presentation:

Internet of Things, the most used phrase in my life these days. According to all major technology analyst firms, lots of money will be made by IoT solutions in the upcoming years. That sounds all great but how do you get started? What are the building blocks of an IoT solution? Why does your company need to build IoT solutions? In this presentation, Maarten Struys shows how Windows 10 IoT and Microsoft Azure are a great combo to build IoT solutions and how to securely send data from the device to the cloud. Keywords throughout the presentation will be security, scalability and maintainability.

About Maarten Struys:

Maarten Struys is Account Technology Strategist at Microsoft, working in the OEM division. In his current role, he works with large OEMs in the embedded space in EMEA to build solutions based on Windows 10 IoT Operating Systems and on Azure IoT. Before moving to a technical sales role, Maarten was an experienced software developer. He has been working with many different Microsoft Windows Operating Systems for over 25 years, focusing on building embedded and mobile solutions for mainly the Industrial Automation and Healthcare markets. Maarten is a well-known speaker at international conferences like Tech·Ed, MEDC, Mobile Connections and Microsoft TechDays.

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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. ECS has around 80 exhibitors and some 2,000 delegates attending over two days.

The 12th edition of Embedded Conference Scandinavia takes place on November 7-8 at Kistamässan in Stockholm, Sweden. The full program will be published and the registration will open early September. Attending ECS is free of charge.

www.embeddedconference.se

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