

MARCH 2018



## [Mouser Electronics](#)



### Embedded Insiders Podcast ? Embedded World 2018 Recap & More M&A

RICH NASS AND BRANDON LEWIS

The Insiders, one way or another, made it back from Embedded World 2018. This year's show was the busiest either have attended, and but lacked any consistent theme. Tune in to find out what they experienced at the event, as well as their take on more recent merger and acquisition (M&A) activity.

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### Trusted Computing Group/Wibu at Embedded World 2018

RICH NASS

Rich Nass, EVP of Editorial, interviews Ruediger Kuegler with Wibu Systems at the Trusted Computing Group, in the shared Embedded Pavillion at Embedded World.

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### LDRA at Embedded World 2018

RICH NASS

Rich Nass, EVP of Editorial, interviews Jim McElroy with LDRA at Embedded World.

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### UltraSoC at Embedded World 2018

RICH NASS



Rich Nass, EVP of Editorial, interviews John MacDermott, VP of Sales at UltraSoC, in the RISC-V Foundation booth at Embedded World.

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## Arm at Embedded World 2018

RICH NASS

Rich Nass, EVP of Editorial, interviews John Ronco, VP & General Manager - Embedded and Automotive, ARM at Embedded World.

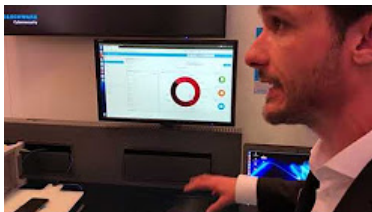
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## Single-Wire Serial EEPROM Enables Remote Identification

With just two physical pins (GND and Serial I/O), Microchip's AT21CS11 serial EEPROM brings identification and tracking to any detachable, replaceable piece of your product. Cartridges, plastic disposables, user-specific attachments? can communicate unique ID details and use information over a simple two-point clip or plug-in connection.

The AT21CS11 includes a preprogrammed unique serial number, a 128 bit user programmable tracking number, plus four 256 bit EEPROM.

[Click here to find out more.](#)



## Rohde and Schwarz Cybersecurity at Embedded World 2018

BRANDON LEWIS

Brandon Lewis, Technology Editor, interviews Rohde & Schwarz Cybersecurity at Embedded World.

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## Mentor Graphics at Embedded World 2018

RICH NASS

Rich Nass, EVP of Editorial, interviews Scott Morrison, Embedded Platform Solutions at Embedded World.

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## Froglogic at Embedded World 2018

BRANDON LEWIS

Brandon Lewis, Technology Editor, interviews Reginal Stadlbauer from Froglogic at Embedded World.

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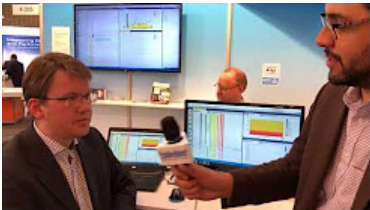


## Imperas at Embedded World 2018

RICH NASS

Rich Nass, EVP of Editorial, interviews Larry Lapides, VP of Sales at Imperas, at Embedded World.

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## Percepio at Embedded World 2018

BRANDON LEWIS

Brandon Lewis, Technology Editor, interviews Johan Kraft from Percepio in at Embedded World.

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## Security is Paramount in Medical

**Sponsored by:** LDRA, Wittenstein

**Date:** April 10, 2018 2:00 p.m. EDT

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## Polyrack at Embedded World 2018

RICH NASS

Rich Nass, EVP of Editorial, interviews Maximilian Schober, VP of Sales and Marketing from Polyrack at Embedded World.

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## GreenWaves Technologies at Embedded World 2018

RICH NASS

Rich Nass, EVP of Editorial, interviews Martin Croome,



VP of Business Development at GreenWaves Technologies, in the RISC-V Foundation booth at Embedded World.

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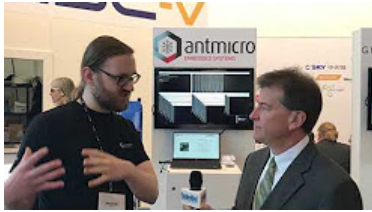


## QT at Embedded World 2018

BRANDON LEWIS

Brandon Lewis, Technology Editor, interviews Santtu Ahonen from QT at Embedded World.

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## Antmicro at Embedded World 2018

RICH NASS

Rich Nass, EVP of Editorial, interviews Michael Gielda, VP of Business Development at Antmicro, in the RISC-V Foundation booth at Embedded World.

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## Udoo at Embedded World 2018

BRANDON LEWIS

Brandon Lewis, Technology Editor, interviews Maurizio Caporali at Embedded World.

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