



electronica 2016

inside tomorrow

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	Format: HDTV 1080p25
Location: GER	
Date: 2016/10/18	
For: Messe München	

Titel: electronica 2016 – Trend Index 2020 Event Munich – Roughcut

Nr.:	Take:	Timecode:	
1.	General Shots Press Conference	00:00	
2.	Cut-away Falk Senger, Managing Director Messe München presenting the Trend Index 2020	00:12	
3.	Cut-away Kurt Sievers, Executive Vice President & General Manager NXP Semiconductors talking	01:10	
4.	Interview Falk Senger, Managing Director Messe München “Electronic components and thus the trade fair electronia contribute to finding answers to the great questions of society: How do we manage energy transition, how do we meet climate change, how can we master the challenges of urbanization or how do we manage demographic change? Answering all these questions, we have to stick to the developments and innovations made of the electronics sector.”	01:30	
5.	“You can see differences in how consumers think about autonomous electronics, e.g. the autonomous car. The Chinese consumer is much more positive than German or British consumers who are way more sceptic. In our country, electronic devices should function as assistants rather than acting autonomously. Another interesting finding concerns design. Design plays greater role on the Chinese market than, say in Japan. Chinese consumers put great emphasis on design, while it is only secondary for the Chinese consumers. Germany or the USA tend to be somewhere in the middle.	01:56	
6.	“The slogan of electronica 2016 is connected world - safe and secure and in this context, networking and digitalization play a major role at the trade fair. They promise to have great potentials for the industry as well as for societies. However, security plays a major role. Because only when technological solutions for greater security are developed can smart grids eventually push forward the energy revolution or autonomous driving on the roads.”	02:46	
7.	Interview Kurt Sievers, Executive Vice President & General Manager NXP Semiconductors “The industry is doing well. However, there are concerns in some areas, as we cannot foresee the consequences and implications of the Brexit for Europe. But, concerning the power of innovation and the respective potentials for the future, we are quite optimistic.	03:18	

8.	<p>There are two important things. First, there's cyber-security. How we can protect the connected car against hacker attacks but also against attacks regarding our personal rights, so that we as consumers who want to use these cars feel really safe. Safe in the sense that this car can't be remote controlled or that someone can track where and when I'm driving. This is a challenge that can be technically implemented today. The second challenge comes with placing the autonomous car in an environment where it has to act together with humans, who sometimes act quite erratically. Such as children or cyclists. And there's the eye to eye contact between humans. The machine has to recognize all that. The problems of these interplays are not completely solved, yet.</p>	03:42	
9.	<p>"Thus the trend index is incredibly relevant for us because it informs us about consumer concerns, such as cyber security. Another question would be, if the trust fully autonomous systems be it robots for operation at a hospital or a self-driving car. This has do a lot with communication. The Trend Index shows where there is need for informing the public more."</p>	04:50	
10.	<p>I hope electronica will have a global character as all of our problems are at least situated at a European level. I'm firmly convinced that electronica will be fantastic when it's about the meeting of artificial intelligence and the corresponding software algorithms. Because that is actually the core of this innovation of automated systems, be it in a hospital operating theatre or on the road.</p>	05:23	
11.	END	05:57	