



PODCAST Trend Index 2020 – Voice Over

Interview Falk Senger, Managing Director Messe München :

“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. 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.”

Off-text 00:26 - 00:43:

The first global trend index for electronics was introduced at the electronica 2016 preview press conference. Consumers from seven countries from around the world were interviewed about topics such as autonomous driving, electronic healthcare and the smart home.

Interview Kurt Sievers, Executive Vice President & General Manager NXP Semiconductors:

“Thus the trend index is incredibly relevant for us because it informs us about consumer concerns. 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.”

Off-Text 01:13 - 01:20:

Security in all aspects of the connected world is one of the core topics of the world's leading trade fair electronica 2016.

Prof. Dr.-Ing. Markus Haid, Electrical Engineering, University of Applied Sciences Darmstadt:

“The more intelligent and connected participants are in the internet of things the more security plays a very large role. I expect the intelligent participants in the future are also as intelligent and notice hacker attacks. I think at electronica many participants are involved with digitalization.”

Off-text 01:41-01:51:

From November the eighth to the eleventh about 2900 exhibitors and over 73,000 visitors meet up at the international industry-get-together.

**Interview Kurt Sievers, Executive Vice President & General Manager
NXP Semiconductors:**

“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.”