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for IoT Professionals
December 8-9, 2020

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Press Release 8/20

Inaugural IoT Online Conference Launches with Backing of Perceprio

Västerås, Sweden, 1 December 2020 * * * Leading embedded software tool provider [Perceprio](https://www.perceprio.com) is helping engineers navigate challenges on the Internet of Things (IoT) by sponsoring a major new conference and virtual exhibition. Organized by embedded industry experts Stephane Boucher of [EmbeddedRelated.com](https://www.embeddedrelated.com) and Jacob Beningo of the [Beningo Embedded Group](https://www.beningoembedded.com), the IoT Online Conference brings together experts from industry and academia December 8-9 in an all-digital event.

The IoT Online Conference has two parts – a virtual show floor and online presentations. The virtual show floor is available 24/7 throughout the event with leading companies from the world of IoT. The online talks on December 8 and 9 all have live question and answer sessions when visitors can engage with the experts. For full event information and registration, visit <https://www.iotonlineconference.com/>

The booming IoT industry presents a wide range of challenges, from 5G and edge processing to machine learning and AI, as well as big data, the enterprise and security. Finding elusive

software bugs, tweaking algorithms that do not perform as well as intended, and solving user-interface issues are all hurdles to overcome.

“Encouraged by the resoundingly positive response to our Embedded Online Conference with more than 6,000 attendees earlier this year, we now replicate this successful format to bring together the leading experts in IoT technologies,” says co-organizer Stephane Boucher. “Over the two days of the event, participants have access to 30 hours of high-quality technical sessions followed by live Q&As – all from the comfort and safety of their homes and offices.”

With a keynote from Reinhard Keil, Senior Director of Embedded Tools at ARM, in which he argues for an open approach to low-power IoT development, the conference program includes sessions on IoT system security challenges by Professor Dr. Subramaniam Ganesan, best practices for IoT edge device design by organizer Jacob Beningo, and lessons on using Bluetooth Low Energy in wearable projects by senior Google software engineer Jacky Cheung.

Johan Kraft, CEO and founder of gold sponsor Percepio, presents on visual trace diagnostics and continuous software improvement. Percepio will also share two short videos on the virtual show floor to introduce the latest version of [Tracealyzer](#) and the new [DevAlert](#) IoT device monitoring and remote diagnostics solution, which is used in system testing, field testing and deployment. DevAlert notifies developers about important conditions in IoT software, such as runtime errors, and provides a recording for visual trace diagnostics. Once an improved solution is ready, it can be dispatched as an over-the-air update via AWS IoT Core.

Free tickets to the IoT Online Conference allow attendees to walk the virtual exhibit floor and watch sponsored talks. For the full benefits and ability to watch all presentations, participants need to buy a conference pass. Register [here](#) and use the code PERCEPIO to receive a USD 100 discount. Pass holders may also watch presentations on demand up to a year after the conference.

About EmbeddedRelated.com

EmbeddedRelated.com is an online resource dedicated to Embedded Systems Engineers from around the world. The website is home to an active and moderated forum where questions are answered by some of today's most respected Embedded Systems Experts. The site is also home to tens of bloggers and hundreds of high-quality technical blog posts.

About Beningo Embedded Group

Beningo Embedded is an embedded software consulting company that focuses on the development of innovative embedded systems across multiple industries. As an authorized training partner to Percepio, they provide embedded systems training services.

About Percepio

Percepio is the leading provider of visual trace diagnostics for embedded and IoT software systems, during development and in the field. Percepio Tracealyzer, which can be viewed as a surveillance camera for embedded software, allows users to visually spot and analyze issues in software recordings during development and testing. Percepio DevAlert is a cloud service for deployed IoT devices combining automatic error reporting with visual trace diagnostics, powered by Tracealyzer. This provides a DevOps-style feedback loop from IoT device to developer, speeding up awareness and resolution of any remaining software issues during field testing or customer use.

Percepio collaborates with several leading vendors of operating systems for embedded software and is partnering with Infineon Technologies, NXP, STMicroelectronics, Renesas, and Wind River. The company is also a member of the Amazon Web Services Partner Network. The company was founded in 2009 as a spin-off from applied research at Mälardalen University and is based in Västerås, Sweden. For more information, visit percepio.com

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Reader Enquiries

Percepio AB
Mike Skrtic
Phone: +46 76 003 0080
mike.skrtic@percepio.com
percepio.com

Press Contact

PRismaPR
Monika Cunnington
Phone: +44 20 8133 6148
monika@prisma-pr.com
prisma-pr.com