# **Media Alert**

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**Renesas Electronics Highlights Innovative Connectivity Solutions Enabling Smart Society at embedded world 2018**

*Visit Stand 310, Hall 1 for the latest Renesas Technology Demonstrations for Automotive AI, Factory Automation, Healthcare, Cloud Connectivity and More*

*Special Guest on Renesas Stand: Nick Heidfeld, Racing Driver* *of Mahindra Racing Formula E Team Sponsored by Renesas*

Düsseldorf, February 16, 2018 – Renesas Electronics Corporation (TSE: 6723), a premier supplier of advanced semiconductor solutions, today announced it will showcase its embedded semiconductor expertise at Stand 310, Hall 1 of this year’s [embedded world](https://www.embedded-world.eu/home.html), February 27 to March 1, 2018, Nuremberg, Germany. Demonstrations will highlight the company’s connectivity solutions designed to enable a Smart Society. These include demonstrations for automotive AI, factory automation, healthcare, cloud connectivity, and more. Renesas is also proud to present Nick Heidfeld, racing driver of the Mahindra Racing Formula E Team, as special guest on the VIP stage programme.

**VIP stage programme**Renesas, the official technical partner of the [Mahindra Racing Formula E Team](http://www.mahindraracing.com/), is proud to welcome the team driver and German national, [Nick 'Quick Nick' Heidfeld](http://www.nickheidfeld.com/) on Tuesday, February 27 on the VIP stage programme.

Date/Time: Tuesday, February 27, 1:30 to 2:00 PM  
Location: Passage between Halls 3A and 4A

After the VIP stage programme, ‘Quick Nick’ will be signing autographs at the Renesas booth at 2:30 PM.

**Renesas Product and Technology Demonstrations**

**AI connected car simulator - the future of driving**

As part of Renesas’ open, innovative, and trusted [Renesas autonomy™ Platform](https://www.renesas.com/about/press-center/news/2017/news20170411c.html) for ADAS and automated driving, Renesas will be showcasing its [connected car simulator](https://www.renesas.com/about/press-center/news/2017/news20170719.html) incorporating a new development kit based on cocoro SB’s emotion engine. Renesas automotive demos illustrate a range of end-to-end services that support drivers’ safety and security while anticipating their needs.

**Connectivity solutions to enhance factory automation and healthcare applications, smart factory networks, and home appliances**

Renesas will showcase for factory automation and networking it’s Intelligent IE Modules solution kit and an end-node application featuring OPC-UA pub-sub with TSN on the RZ/N1 development board. Renesas will also show its G3-PLC home appliance solutions for light control, load detection and energy measurement, as well as advanced networking solutions for home and building automation (VoPLC, DALI GW).

**Secure MCUs for a connected world**

Renesas will be showing a wealth of cloud connectivity and HMI solutions including the latest RL78, RX, RZ and Renesas Synergy developments as well as power supply solutions. Visitors can try out the [PowerCompass](https://www.intersil.com/en/powercompass/editor.html)™ app to quickly identify the right power solution for their application and generate a custom reference design file in a few minutes.

**MCU Car Rally**

Renesas will also be holding its popular European MCU Car Rally for the fourth year running as platinum sponsor of the embedded world students’ day. Student teams from all over Europe were tasked with building a model racing car with Renesas components and will race them in the rally, which is being held in the main entrance area (Mitte) on March 1st, the third day of the show.

**About Renesas Electronics Corporation**

Renesas Electronics Corporation ([TSE: 6723](http://www.jpx.co.jp/english/)) delivers trusted embedded design innovation with complete semiconductor solutions that enable billions of connected, intelligent devices to enhance the way people work and live—securely and safely. A [global](https://www.renesas.com/en-hq/about/company/profile/global.html) leader in microcontrollers, analog & power and SoC products, Renesas provides the expertise, quality, and comprehensive solutions for a broad range of Automotive, Industrial, Home Electronics, Office Automation and Information Communication Technology applications to help shape a limitless future. Learn more at [renesas.com](https://www.renesas.com/).

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