

By **Jens Nickel**
Editor-in-Chief



Digital Opportunities

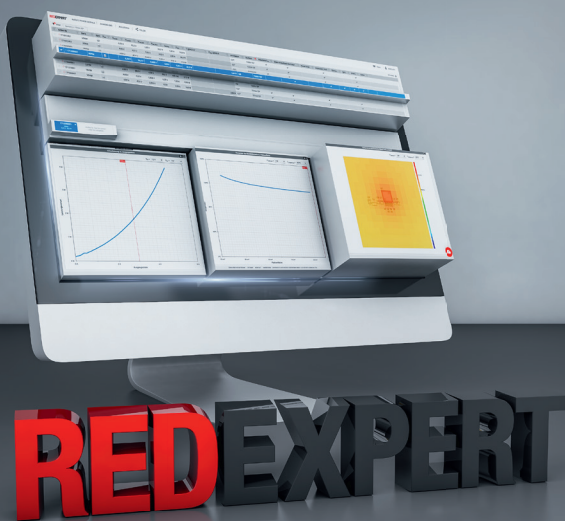
Even in this foreword, I cannot avoid mentioning the troublesome virus. The COVID-19 crisis still has a tight grip on the electronics sector. And it primarily affects those who are on the front line throughout the industry: product managers, marketing specialists, buyers. Anyone who offers platforms for the exchange of information — for example, trade fair organizers and the trade magazines — also face an uphill battle. Visible signs were the closed doors of the Nuremberg trade fair, where embedded world would normally have taken place. However, like Messe München at electronica, Nürnberg Messe also took the opportunity to move the important event to the Internet. The whole thing is not just born of necessity. Such virtual events are also test balloons for the trade fairs. The experiences gained can help to develop new business opportunities. (Read the interview with Benedikt Weyerer on page 10.) In the foreseeable future, nothing will be able to replace an event where people meet in person. But the two don't

have to be mutually exclusive. A digital trade show in addition to a “real” exhibition can help you get the information you need faster and improve your own network with the right contacts.

During his visit to embedded world DIGITAL, my colleague Mathias Claußen discovered many interesting products, gathered information and used the opportunity to video chat with other engineers. His (by no means complete) overview of new controllers, software tools and more can be found on page 6. The MAX78000 presented there — a SoC with an integrated Cortex-M4 arm, a RISC-V core, and an AI accelerator — won the trade fair's “embedded award.” My colleagues in the Elektor Lab have already worked with the MAX78000. In fact, the MAX78000 AI Design Contest is now underway. Head over to www.elektormagazine.com/ai-contest-max78000 to learn more about it.

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SIMULATION OF THERMAL DISSIPATION ON PCB FOR POWER MODULES



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