

VITA in Europe

Status report from Hermann Strass

Recent happenings

Embedded Systems in Nuernberg

February is the month when a large portion of the 'Embedded' world is heading towards Nuernberg, Germany. The organizers of this conference and exhibition are a German company in co-operation with a German trade magazine without any ties into the US. The event 'Embedded Systems' (exhibition) and 'Embedded Intelligence' (conference) are claimed to be the world's largest gathering of 'Embedded' experts.

A number of VITA member companies did exhibit directly or through partners at this event. On the evening of the first day (Feb. 19, 2002) a VITA members meeting was held. Some of the topics were

- the VMEbus Renaissance,
- the market figures as published at the Bus&Board conference in Long Beach, CA, USA
- the VMEbus roadmap,
- the 20th anniversary of VME
- and local matters.

On the second day (Feb. 20, 2002) a press conference was held to present the VMEbus Renaissance and market figures to the international press.

The Hannover events

CeBIT in Hannover (March 13 - 20, 2002) is the world's largest trade fair and conference of any kind anywhere. 700000 visitors plus 120000 exhibitor **delegates** plus 13000 journalist go there to visit about 80000 **visitors-booths** on 4.5 million sp.ft. of exhibition area. From A VITA/VSO point of view embedded systems (mostly small things like mobile phones, PDAs etc.), networking and PMC mezzanines are among the products shown. **Larger equipment like base stations, which may have used VMEbus products, was not shown.** About 25 visitors attend any one of the 800 seminars or presentations during CeBIT time.

The industrial fair (Hannover Messe Industrie) is about one month later (April 15 - 20, 2002) on the same fair ground. This is purely industrial, so only about 250000 people visit about 7000 exhibitor **booths**. This is traditionally the fair for the fieldbus companies. PROFIBUS companies had a working chocolate factory in operation at the fair. VMEbus equipment was hidden in mostly factory automation products. This section was by far the largest section of the fair.

European market numbers

VMEbus Technology in Europe has about the same market share as in the US or world-wide. VME is #1 in Europe with a 32 percent share (CPCI is #2 with 26 %). VMEbus Renaissance is supposed to increase the share of VMEbus again. Communications, industrial automation and military/aerospace (in that order) are the most significant markets for VMEbus Technology in Europe.

There has always been a very strong market for industrial automation in Europe which rescued many European companies from the market disaster during most of 2001. ZVEI, the central organization for the electrical industries in Germany recorded a 4 % growth to a record 50 billion DM in 2001. Industrial automation and control as part of this grew by about 6 % during this period. BITKOM the overall organization of German IT organizations predicted another 4 % growth rate for this year at their press conference on the last day of the CeBIT fair.

Plans

The VITA members meeting in February was well received. Some members asked for a similar event at the SPS/IPC/Drives in November (26 - 29) in Nuernberg (where else?). This is a very large gathering (typically 20000) of factory automation experts. The idea is to rent a presentation room for half a day and do VITA-related presentations and maybe a short members meeting. A room for half a day will cost about 500 EURO plus the cost of soft drinks snacks etc. sponsors are welcome. No decisions have been made yet.