Women In Engineering Panel and Advanced Technologies Track to Lead Embedded Systems Conference (ESC) Boston in May

Presenters From Azul Systems, LDRA, and Wipro to Lead New Conference Track

Santa Monica, CA (April 19, 2017) -- UBM's Advanced Design & Manufacturing portfolio today announces the unmatched educational content to be experienced at its annual Embedded Systems Conference (ESC) Boston, New England’s largest annual embedded systems event, taking place May 3-4, 2017. The two-day conference will be outlined by four learning tracks directly related to embedded technology and feature presentations from many well-known and respected industry leaders. Headlining the 2017 event is the new Women in Engineering Panel & Networking Session, as well as the introduction of the new Advanced Technologies conference track that covers trending topics and innovation within artificial intelligence, virtual reality (VR), machine learning, and more.

ESC Boston will run alongside UBM's Advanced Design & Manufacturing show that features three additional expos under the same roof and includes: BIOMEDevice Boston, Design & Manufacturing (D&M) New England, and PLASTEC New England. To learn more about ESC Boston, please visit: esc-boston.com

All presentations, panels, and discussions taking place at ESC Boston will follow four specific conference tracks covering everything within embedded technology. The four conference tracks include Embedded Hardware Design & Verification, Embedded Software Design & Verification, Connected Devices & Internet of Things (IoT), and Advanced Technologies. New for 2017 is the Advanced Technologies conference track, which brings the future of technology front and center, covering trending topics such as VR, embedded speech, artificial intelligence, machine learning, smart cars, and more. Top Advanced Technologies sessions taking place at ESC Boston include:

- **Building A Brain With Raspberry Pi and Zulu Embedded JVM**, presented by Simon Ritter, Deputy CTO, Azul Systems: Utilizing programming techniques and open-source libraries to emulate brain learning, in this session Ritter will use a cluster of Raspberry Pi’s to build a brain.
- **Machine Learning and Deep Learning Solutions for Building Intelligent Platforms**, presented by Binu Aiyappan Nair, Lead Architect- Data Platform Engineering, Wipro: This session will cover how machine learning and deep learning are being used to build cognitive platforms.
- **Software Security for the Connected Car**, presented by Jake Thomas, Director of Field Engineering, LDRA: This session dives into the new software security standards met by automotive manufacturers and what techniques and security measures can be leveraged to protect modern vehicles from unwanted attacks.

“The promises of tomorrow are quickly becoming reality, thanks to embedded systems engineers,” said Suzanne Deffree, ESC Content Director & Editor in Chief of Design News. “AI, VR, autonomous vehicles, and the like offer not only new devices to consumers but new design opportunities to engineers. The ESC Advanced Technologies track is built to bring embedded systems designers what they need to know to move forward on these new design paths and excel in these burgeoning areas of engineering.”

Brand new to ESC Boston in 2017 is the Women in Engineering Panel & Networking Session*, taking place Thursday, May 4, 7:30-9:00 am. This breakfast session will focus on a panel discussion exploring professional opportunities for women in engineering and reasons why women represent less than 12
percent of electrical and mechanical engineers. Moderated by ESC Content Director Suzanne Deffree, the panel consists of five women who have established very successful careers through engineering. The Women in Engineering Panel includes:

- Jessica Gomez, Founder and CEO, Rogue Valley Microdevices
- Asmita Khanolkar, Manager, Manufacturing Engineer, CeQur
- Jessica Levenson, VP of Search & Engagement, TechTarget
- Nita Patel, Systems & Software Engineering Director, L-3 Warrior Systems, and Founder & Chair, IEEE WIE ILC
- Angelica Perzan, Inside Sales Engineer, Maxon Precision Motors, Inc.

*Limited Seating, based on a first come first serve basis

To learn more about the Women in Engineering Panel, please visit: esc-boston.com/breakfast-session

"With the every-increasing discussions about the lack of trained engineers, technologists and scientists in the US, it is increasingly important that we actively engage and encourage 51% of the population, namely women, to pursue STEM fields. I am quite excited to join the Women in Engineering panel at ESC Boston, on Thursday, May 4, 2017, starting at 7:30am, to explore challenges and opportunities to inspire, engage and advance women in engineering," said Nita Patel, systems & software engineering director, L-3 Warrior Systems, and founder & chair, IEEE WIE ILC.

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