**UBM’s Embedded Systems Conference (ESC) Boston Announces Keynote Lineup Headlined by Michael Barr of the Barr Group**

**Santa Monica, CA (April 5, 2017)** – UBM’s Advanced Design and Manufacturing portfolio is excited to announce the keynote speakers for its annual Embedded Systems Conference (ESC) Boston held May 3-4, 2017, at the Boston Convention & Exhibition Center. Michael Barr, Co-Founder and CTO, Barr Group; and Jason Crusan, Director of the Advanced Exploration Systems Division within the Human Exploration and Operations Mission Directorate, National Aeronautics and Space Administration (NASA), will take the keynote stage at the May event. Each presenter will touch on key elements related to the Embedded Systems industry and pull from their years of experience to provide unique insights from their individual perspective. Keynote presentations will begin at 1:00 p.m. (local time) each day of the ESC Conference.

“The Embedded Systems Conference returns to Boston this May, ready to deliver an expanded, expert-led program over two full days and spread across four tracks covering embedded hardware, embedded software, connected devices and the Internet of Things, and, for the first time, advanced technologies, including artificial intelligence, connected cars, and deep learning,” said Suzanne Deffree, Content Director for ESC. “As part of this conference, we are excited to present two keynote speakers whose knowledge spans decades and who are influential in steering the embedded designs of today and tomorrow.”

ESC Boston, New England’s largest annual embedded systems event, will run alongside UBM’s Advanced Design and Manufacturing show that features three additional expos under the same roof and include: BIOMEDevice Boston, Design & Manufacturing (D&M) New England, and PLASTEC New England. To learn more about ESC Boston and the keynote presenters, please visit: esc-boston.com

“As more embedded systems applications come online, ensuring the safety and security of the devices that we create needs to become our number one priority. I’m honored to address the embedded systems community at ESC Boston and welcome the opportunity to discuss ways that we as an industry can work together to remedy the dangerous flaws in safety-critical device design,” said Michael Barr, Co-Founder and CTO, Barr Group.

**Meet the 2017 Keynote Speakers**

**Michael Barr, Co-Founder and CTO, Barr Group**

Michael Barr is a former adjunct professor of electrical and computer engineering with over a decade of software design and implementation experience. Recognized as an expert in the field of embedded software process and architecture, Barr has been admitted as a testifying expert witness in U.S. and Canadian court cases involving issues of reverse engineering, patent infringement, theft of copyrighted source code and more.

For three and a half years Barr served as editor-in-chief of *Embedded Systems Programming* magazine and is the author of three books and more than 60 articles and papers on embedded systems. To this day, millions of products are still powered by software written by Barr.
Barr’s presentation, *Embedded Systems Safety & Security: Dangerous Flaws in Safety-Critical Device Design*, will cover the safety and security concerns that exist in the IoT landscape. This includes designing security into safety critical devices and preventing attacks on connected safety-critical devices, which can be deadly. Barr’s presentation will take place May 3 and will be immediately followed by a meet and greet opportunity with Barr.

**Jason Crusan, Director of the Advanced Exploration Systems Division within the Human Exploration and Operations Mission Directorate, NASA**

In his current role, Crusan serves as NASA’s senior executive, advisor, and advocate on technology and innovation approaches leading to new flight and system capabilities for human exploration of space. He leads integration with the agency’s Space Technology Mission Directorate and programs within other Human Exploration and Operations Mission Directorate divisions including International Space Station and Exploration Systems Development.

Crusan presently serves as the senior leader for Advanced Exploration Systems across all NASA centers which involves: developing and maintaining critical human spaceflight capabilities; maturing new integrated systems, instruments, and ground systems; and delivering critical multi-million-dollar flight hardware for NASA. He provides the executive management and leadership needed to develop effective technology development strategies, system acquisition strategies, contracting mechanisms, joint investment models and partnerships.

Crusan’s presentation, *Enabling the Next Era of Human Space Exploration*, will discuss the innovative tools that are driving human space exploration beyond low earth orbit. New and revolutionary technologies, software, robotics, vehicle systems and life support systems are all in play. Crusan’s talk will outline the pioneering approaches that AES is using to develop prototype systems, advance key capabilities, and validate operational concepts for future human missions beyond Earth orbit. Jason Crusan’s keynote presentation will take place May 4.

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**About UBM**

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