

Embedded Systems Conference (ESC) India 2010 Announced

The largest technical conference in the embedded space

Bengaluru, Karnataka, June 1, 2010 /[India PRwire](#)/ -- UBM India and EE Times Group, a UBM company and the daily source of essential business and technology news, analysis and intelligence for the electronics industry's decision makers, today announced that the 4th Annual Embedded Systems Conference (ESC) India will be held from July 21-23, 2010 at NIMHANS Convention Centre, Bangalore. ESC India 2010 will be the largest embedded event in India and is aimed at those who are actively seeking to upgrade their design expertise, knowledge and skills. ESC India 2010 will showcase a team of recognized experts from around the globe and will focus on addressing critical issues faced by embedded software and hardware engineers today. The conference will also host an exhibition to showcase new and emerging technologies in this domain.

The cast of speakers include Michael Barr (President - Netrino), Robert Oshana (Director of Global Software R&D for Networking and Multimedia - Freescale Semiconductor), Clive Maxfield (President - TechBytes), Gary Stringham (Founder - Gary Stringham & Associates LLC) and Bob Zeidman (President and Founder - Software Analysis and Forensic Engineering Corporation). Apart from this the conference will also witness some of India's most renowned experts delivering exclusive technical classes.

"A large share of work done by semiconductor companies in India is in software for embedded product testing, device drivers, APIs, algorithms and firmware. However, lack of support for development tools, DSP tools and RTOS are limiting India from leveraging opportunities in the embedded industry. Events like ESC provide platforms for design and embedded systems engineers to discuss, debate, and explore solutions that provide answers to their current design challenges" said Meenu Sarin, Executive Board Member and spokesperson for SSIA, Singapore Semiconductor Industry Association.

"Our research has shown that developers in India desire the same career enhancing content as developers in the rest of the world, so that's exactly what we're going to give them. ESC is the fastest-growing embedded event in the world and if you're an engineer involved in designing and developing embedded systems, you cannot afford to miss ESC" said Kailash Shirodkar, Director & Publisher, UBM India.

Registration for ESC India is now open at: http://esc-india.com/how_to_register.html

Notes to Editor

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For more information, please contact:

Rasick Gowda
Account Manager
(L) +91 94482 36720

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