



CONNECTS

DIGITAL EXPERIENCE OCTOBER 20-21



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AMERICAS SCHEDULE | OCTOBER 20, 2020

All times are Central Daylight Time (UTC -5 hours)

09:00 AM–10:00 AM		OPENING KEYNOTE: ENABLING A SAFER AND SMARTER WORLD							
10:00 AM–10:10 AM		Break							
10:10 AM–11:00 AM	Edge Computing Architecture Trends Fireside Chat featuring NXP's Kevork Kechichian, EVP of MCU/MPU Engineering & Ron Martino, SVP and GM of Edge Processing	Automotive Automotive Electrification Introduction	Automotive The Latest Trends in e-Cockpit for Radio, Audio, HMI and Displays	Mobile Understanding UWB Technology: What It is and How It Works	Communication Infrastructure NXP 5G Access Edge—Solutions for 5G NR	Hardware & Software Solutions Hands-On Workshop: Easily Design Your Graphical UI with NXP MCUs and SEGGER EmWin and App Wizard	Automotive Green Hills Software: Applying Multi-core Avionics Software Architectures to Automotive and Industrial Safety/Security-Critical Applications	Smart Home WPG: Unveiled the Design of LPC55 Series – 8K Polling Rate Gaming Combo Set (Keyboard & Mouse & Headset)	
	11:00 AM–11:10 AM		Break						
11:10 AM–12:00 PM		Automotive NXP Full Radar Product Overview—TRX Portfolio and S32R Radar Family		Industrial i.MX RT1170 Crossover MCUs: Ushering in the GHz Era of MCUs	Edge Intelligence The Growing Demand for Wi-Fi® in IoT		Hardware & Software Solutions QNX: The Use of the QNX RTOS to Enable a Safe and Secure Platform Approach to a Broad Range of NXP i.MX 8 Hardware	Industrial WT Microelectronic: WT BLDC Motor (FOC) Development Tool	
	12:00 PM–12:10 PM		Break						
12:10 PM–1:00 PM		Automotive Comprehensive Overview of the S32K3xx Automotive MCU Family and What Its Software Offers	Automotive Functional Safety in Power Management ICs and Related System Considerations	Hardware & Software Solutions Implementing Latest IoT Security Use Cases with NXP's EdgeLock™ SE050 Secure Element	Edge Intelligence High-Performance, Tri-band Wi-Fi® 6E Access Point/Gateway Solutions	Edge Intelligence Hands-On Workshop: Deploying Machine Learning using i.MX RT Crossover MCUs	Edge Intelligence Arrow: A Quick Start Guide to eIQ—Running AI/ML on the Latest i.MX SBCs	Hardware & Software Solutions Crank Software: Why Rapid GUI Development is Essential for Today's Embedded Systems	
	1:00 PM–1:10 PM		Break						
1:10 PM–2:00 PM		Automotive How to Develop Systems Following ISO26262 / IEC61508 Standards Based on the S32K3xx Automotive MCU for ASIL B/D Applications	Automotive Why Automotive OEMs Are Upgrading to Wi-Fi® 6	Smart Home Advantages of NXP's Arm® Cortex®-M-Based MCU Portfolio for Your Next-Generation Application	Communication Infrastructure 5G WLAN / Wi-Fi® 6 Front-End IC		Hardware & Software Solutions Microsoft: Edge to Cloud; Enabling New Intelligent Capabilities with Azure RTOS	Automotive The Qt Company: Minimizing Risks When Building an Instrument Cluster HMI	
	2:00 PM–2:10 PM		Break						
2:10 PM–3:00 PM			Industrial Enable Your Automotive and Industrial Solutions: An Overview of the i.MX 8/8X Portfolio and Use Cases	Mobile Creating Seamless Digital Smart City Services With MIFARE 2GO	Edge Intelligence Why Integrate Wi-Fi® 6 into Your Next Design		Hardware & Software Solutions Rochester Electronics: Authorized Solutions for Overcoming Semiconductor EOL & Supply Chain Disruption	Edge Intelligence Arm: Introduction to an Open Approach for Low-Power IoT Development	

AMERICAS SCHEDULE | OCTOBER 21, 2020

09:30 AM–10:00 AM		PANEL: PUSHING THE FRONTIER OF AUTOMOTIVE ELECTRIFICATION							
10:00 AM–10:10 AM		Break							
10:10 AM–11:10 AM		PANEL: CUT THE COMPLEXITY OF WIRELESS CONNECTIVITY							
11:10 AM–12:00 PM		Automotive Motor Control Solutions Based on the Scalable and Secure S32K3 and S32K1 MCU Families	Automotive Functional Safety Industrial and Automotive Concepts of the i.MX 8/8X Families of Applications Processors	Mobile UWB Use Case Enablement	Edge Intelligence Essential Security Considerations for Edge Applications		Automotive Toradex: Automotive Grade OTA for Industrial IoT		
	12:00 PM–12:10 PM		Break						
12:10 PM–1:00 PM		Automotive Automotive MCU Security and OTA Solution with Cost-Optimized S32K1xx and S32K3xx Automotive MCUs	Automotive Battery Management Systems 101: Getting Started with NXP System Solutions	Hardware & Software Solutions Meet NXP's Impressive i.MX 8M Portfolio of Products for Industrial and IoT	Industrial Help Make Your Healthcare Device Smarter		Hardware & Software Solutions Microsoft: Microsoft Azure Sphere, Securing the IoT		
	1:00 PM–1:10 PM		Break						
1:10 PM–2:00 PM		Automotive Scalable and Safe Power Management Solutions for Autonomous, Electric and User-Defined Cars	Automotive New Approach to Automotive Ethernet Packet Processing	Edge Intelligence Machine Learning at the Edge: Introduction to ML and NXP eIQ™ Machine Learning Software	Mobile Building Advanced Audio Applications Using i.MX RT600 and i.MX RT500 Crossover MCUs		Edge Intelligence Comprehensive Vision Solutions for the i.MX 8M Plus Applications Processor		
	2:00 PM–2:10 PM		Break						
2:10 PM–3:00 PM		Automotive Automotive CAN Networking Trends and Innovations		Smart Home Low-Power Wireless Audio Streaming Solution	Smart Home Fast-Track Your Next Industrial or IoT Design with the Arm® Cortex®-M33-based LPC5500 MCU Series		Edge Intelligence Avnet: Machine Learning Benchmarking on Low-Cost SBCs		
	3:00 PM–3:10 PM		Break						
3:10 PM–4:00 PM		Automotive S32 Design Studio (S32DS) Tools Overview: S32DS for Automotive and Ultra-Reliable Power Architecture® (e200 cores) and Arm®-based Microcontrollers and Processors	Automotive Addressing the Rise of Automotive Gateways and New Vehicle Architectures with the NXP S32G Vehicle Network Processor	Mobile Learn the Different System Design Considerations When Selecting a Low-Voltage PMIC	Smart Home MCU-Based Solutions for Voice Control and Face Recognition				

■ Automotive
 ■ Communication Infrastructure
 ■ Edge Intelligence
 ■ Hardware & Software Solutions
 ■ Industrial
 ■ Mobile
 ■ Smart Home