

▲ 28.September 2021

LIGHT UP THE A.L.P.S.

RFID | SUB SYSTEMS & SYSTEMS INTEGRATION

CYBER SECURITY | CLEANROOM TECHNOLOGY



ARENA FOR LINKING PARTNERS STRENGTH

SILICONALPS

Getting prepared for the Energy Transition, delivering sustainability through Intelligent Buildings and the Industrial Digital Transformation

Gernot Faigel – Analog Devices
Managing Director Austria

Nine Megatrends to Watch

DEMOGRAPHICS

8.5

BILLION

From 2015 towards 2030 there will be 1B more of us and we live longer

URBANIZATION

2/3

IN CITIES

Urbanization of our population will increase as well as cost of living

CLIMATE CRISIS

CLIMATE CHANGE

Quick change and more weather extremes

CLEAN TECH

TRANSFORMATION

Grid, roadways, buildings towards zero-carbon

TRANSPARENCY

MORE OPEN

Less Private

GLOBAL POLICY

HOW WE WILL GET IMPORTANT THINGS DONE

Will global governments and institutions working in sync to fight against climate change and resource pressure?

TECHNOLOGY SHIFT

WORLD OF IOT

Nearly every new device will be connected – AI and machine learning will achieve human levels

POPULISM

NATIONALISM and RADICALISM

... may increase - or it won't

RESOURCE PRESSURE

Resource CONSTRAINTS

We will be forced to more aggressively confront resource constraints

Technology - do we have common denominator?

SECURITY

More protection is required
Critical for infrastructure apps

MEMORY

Data storage explosion
Local & Backend

SENSORS

Sensors per person increase
Mobile Phones, Cars, Cameras

COMPUTING

Data needs to be processed
Central Backend towards
intelligent Frontend

COMMUNICATION

Bandwidth need increases
Bandwidth availability limited



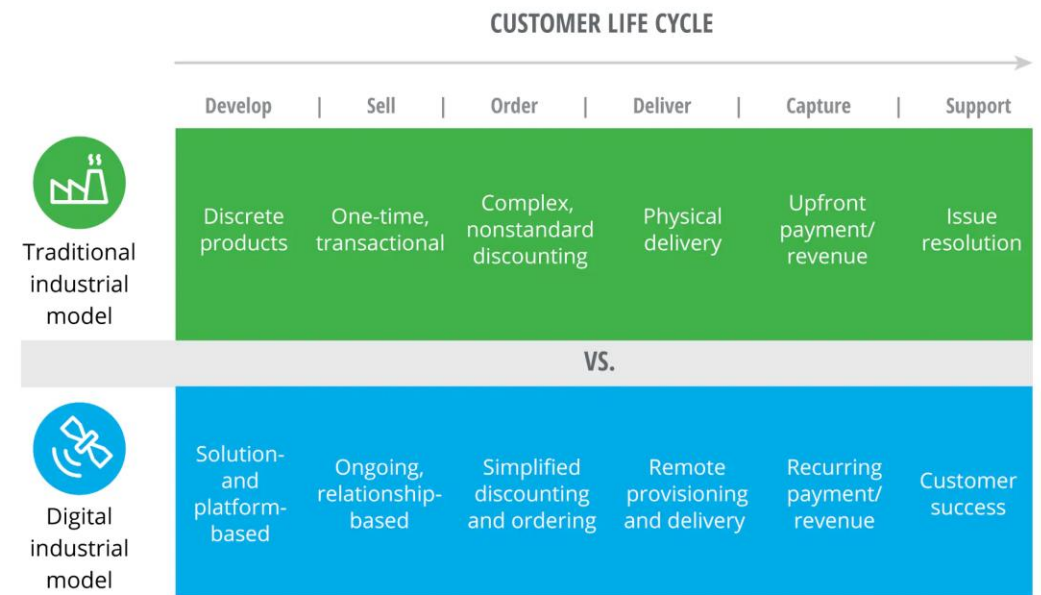
Digital Transformation

To capitalize on the shift to Industry 4.0 and effectively create and monetize IIoT solutions, enterprises must embed new digital technologies and capabilities in their legacy assets.

FIGURE 2

Traditional versus digital industrial business models

Traditional industrial business models are designed to sell one-off hardware products—whether a server, a piece of manufacturing equipment, or a train—while digital industrial business models have been retooled to sell hardware as a service.



Source: Deloitte analysis.

Deloitte Insights | deloitte.com/insights

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Energy Transition – Focus

Smart Metering

Smart measurement, energy theft, maintenance

Energy Transportation

Measurement & Instrumentation

Energy Distribution

Measurement & Instrumentation

EV Charging

Metering, Billing, Edge-Cloud solutions

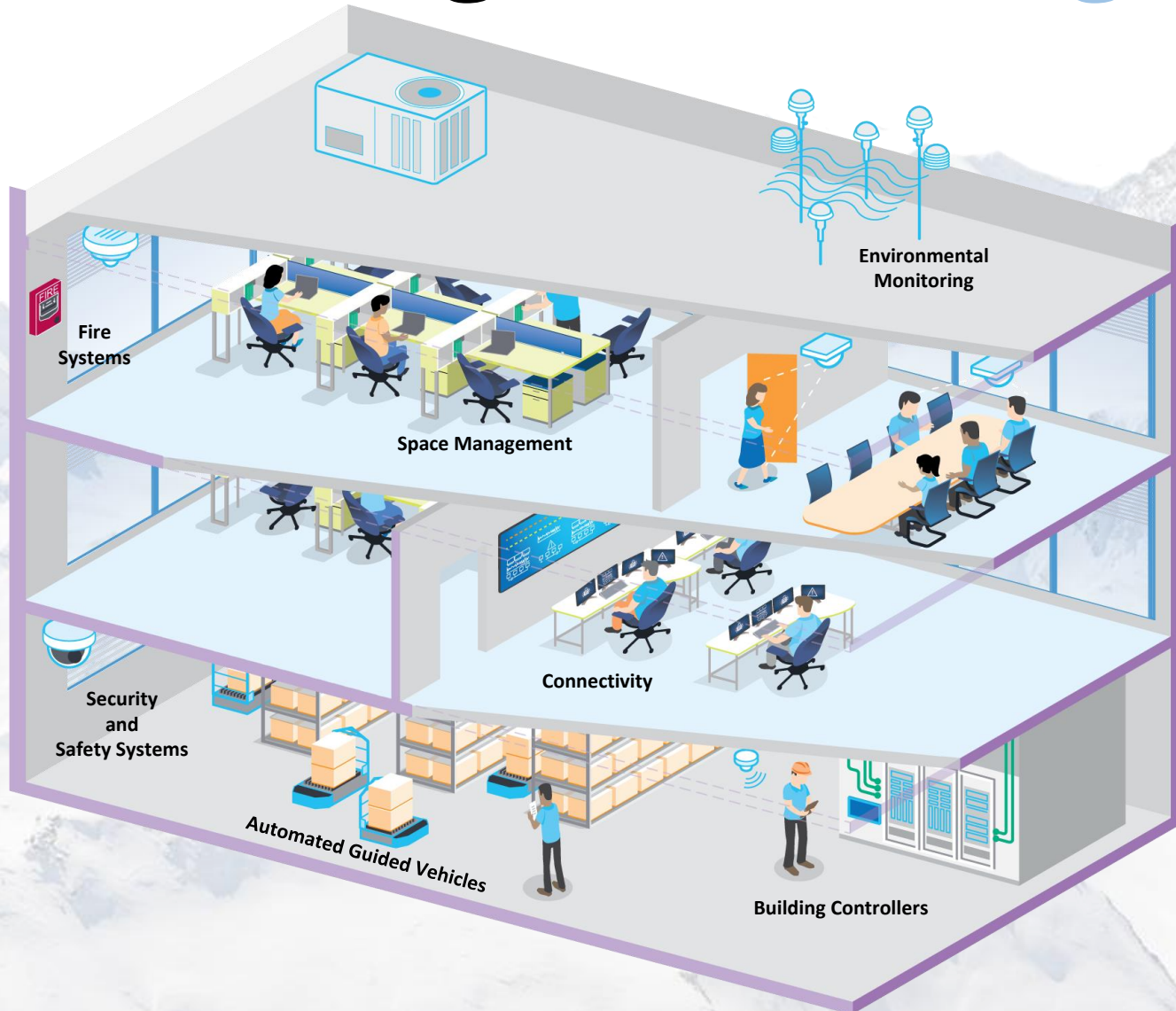
Battery Management

Automotive & Industrial BMS
(Management & Monitor)

Building Technology

Environmental monitoring, CBM, Occupancy

Intelligent Buildings



Building automation systems: enable automated decision making to provide greater efficiencies in the following areas:

- Energy consumption
- Operational efficiency
- Space utilization
- Building automation
- Sustainability
- Well-being of workers

Future Technologies

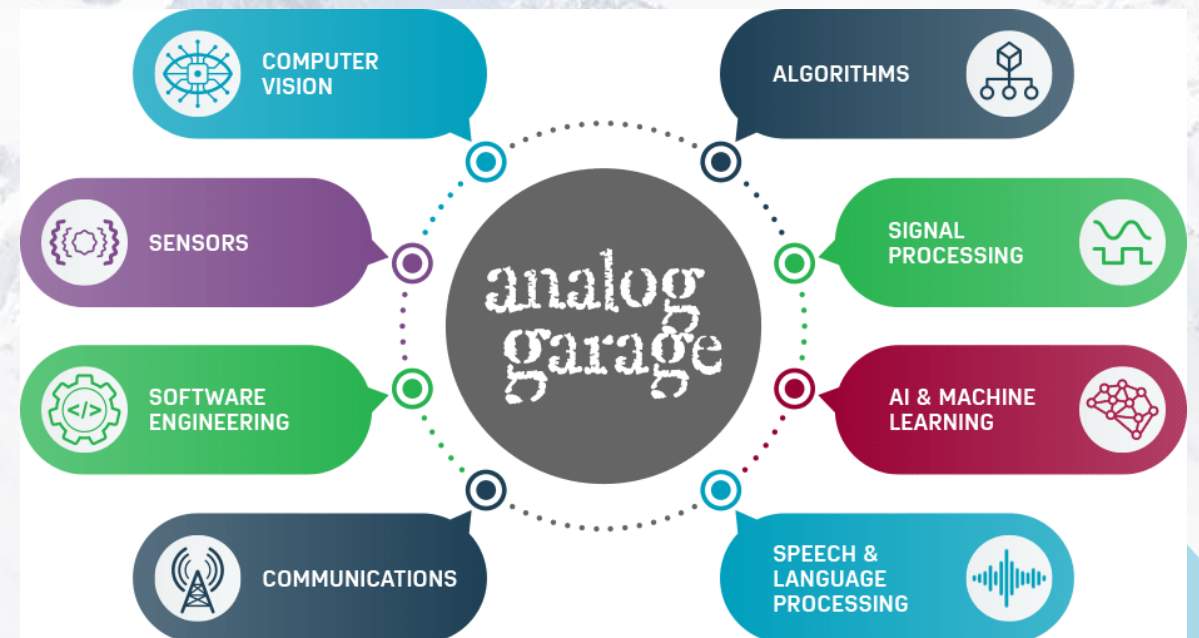
(Dave Robertson, Sr. Director of Technology)

▲ ADI as a part of IRDS (International Roadmaps for Devices and Systems)

- ▲ Communications/Bandwidth
- ▲ Advanced Manufacturing
- ▲ Lithography
- ▲ Data storage
- ▲ Security

▲ Analog Garage – our internal incubator

- ▲ Engineering
- ▲ Data science
- ▲ Hardware
- ▲ Software





THANK YOU!

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