1-2/2019

Editorial Preview

AUTOMOBIL-ELEKTRONIK in February:

- Semiconductors
- CES follow-up report
- Software strategy

Hüthig Electronics Media Group

Advertising deadline:
January 22, 2019

Publication date:
February 14, 2019

Hüthig
successful media for experts

Hüthig GmbH
Im Weiher 10
D-69121 Heidelberg

Tel.: +49 6221 489-232
Fax: +49 6221 489-482
www.all-electronics.de

EDITORIAL PREVIEW

Cover interview

Semiconductors

AUTOMOBIL-ELEKTRONIK talks to the Vice President Automotive of a major semiconductor manufacturer about various topics currently relevant to the sector: automated driving, connectivity, the man-machine interface and a number of other subjects – and of course there will be a focus on microcontrollers, too.

Semiconductors

Timing for MEMS oscillators in the automobile

Replacing long-established technologies with current concepts can often open up ground-breaking opportunities. In various automotive applications there is a need for MEMS oscillators. What are the differences between MEMS and quartz oscillators and how can a new class of MEMS oscillators for automotive use support highly time-critical applications too, as well as offering a higher degree of reliability in all applications?

Ethernet gathers pace

ECUs currently communicate with each other via several buses, but the network protocols in the vehicle will have to change in the coming years since systems now have higher performance requirements and a faster response capacity. Ethernet clearly meets all the required criteria and even offers the potential to increase data rates. What support do various semiconductor manufacturers offer in this context?

GaN for electric vehicles

In electric vehicles, every gram of mass counts - perhaps more so than in vehicles with a combustion engine – and cost control/cost reduction has top priority. Even when new features are introduced to design, the total system costs have to be able to keep pace with the price pressure on the market. Both SiC and GaN-on-Si have their place in vehicle electrification. The relevant AEC-Q100-qualifiewsd GaN-FETs now exist with high switch speeds: for reduced system size and therefore lower weight.

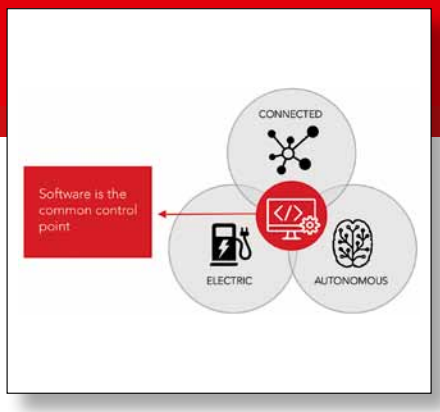
Power supply for infotainment

When the engine re-starts in a stop/start system and an infotainment unit or other electronic system is switched on that requires more than 5 V, it may occur that the 12 V battery voltage drops to below 5 V, whereby these systems would then be reset. A synchronous boost DC/DC controller can be used to avoid a voltage drop when the car battery is reduced.

CES 2019

Infotainment, electromobility and automated driving

At the very beginning of 2019, the editorial team will once again be flying



to the CES trade show in the USA to report on the latest automotive trends and products – after all, the CES has developed into a genuine news trade show. In these detailed CES reports you will find information about the latest infotainment systems, from processors to (heads-up) displays, electromobility trends and a wide range of aspects relating to automated driving: in addition to lidar and other sensors, systems for sensor data fusion and control of the necessary driving decisions (longitudinal and transverse control) are likely to be key elements here, as well as announcements relating to fully integrated connectivity. For the seventh time in succession, AUTOMOBIL-ELEKTRONIK will be the only German automotive editorial team to report on its impressions of the CES in detail – this will be in issue 1-2/2019.

Strategy

Software as the key

In terms of the three most important trends causing an upheaval in the automotive industry – autonomy, connectivity and electrification – the centerpiece is software. For this reason, most automotive OEMS are increasingly putting their focus on software as the central hub of their business models. This also requires solutions for software management over the entire lifecycle of a vehicle. This article provides a detailed description of the ACRU software model: abstraction, consolidation, re-use and update.

EDITORIAL PREVIEW

Advertising formats

	Width x height	Basic price b/w	4c
1/1 page	178 mm x 257 mm	€ 4,700.00	€ 5,775.00
1/2 page	86 mm x 257 mm /178 mm x 126 mm	€ 2,510.00	€ 3,355.00
1/3 page	56 mm x 257 mm /178 mm x 83 mm	€ 1,500.00	€ 2,345.00
1/4 page	41 mm x 257 mm /178 mm x 62 mm	€ 1,100.00	€ 1,700.00

For further information, please request our complete media data. Or simply click

www.automobil-elektronik.de

Contact Persons

Advertising manager:
Frank Henning
Tel. +49 6221 489-363
frank.henning@huethig.de

Publishers

Hüthig GmbH
Im Weiher 10
D-69121 Heidelberg
Tel. +49 6221 489-232
Fax +49 6221 489-482
www.all-electronics.de

Sales Force

Austria, Great Britain, Ireland, USA, Canada
Marion Taylor-Hauser
Max-Böhm-Ring 3
D-95488 Eckersdorf
Tel. +49 921 31663
Fax +49 921 32875
taylor.m@t-online.de

Switzerland, Liechtenstein
Katja Hammelbeck
Ermatinger Str. 14
CH-8268 Salenstein
Tel. +41 71 55202-12
Fax +41 71 55202-10
kh@interpress-media.ch

Greater China, Thailand, Phillipines, Indonesia and Vietnam
Judy Wang
Room 601, Unit 1,
Building 25,
XiBaHeDongLi,
ChaoYang District,
Beijing, China
Cell: 0086-13810325171
judy@worldwidefocus.hk

Order

❑ Please call me

Please send me the media data for
❑ AUTOMOBIL-ELEKTRONIK
❑ elektronik industrie
❑ elektronik journal
❑ productronic
❑ all-electronics.de

We are interested in an advertisement
❑ 1/1 page ❑ 1/2 page
❑ 1/3 page ❑ 1/4 page

Fax service +49 6221 489-482

Last name, first name

Company

Department

Street/post office box

Postal code/City or town

Phone

E-Mail