Connect with us at Embedded World 2015, Feb 24 - 26

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NXP at embedded world 2015
Nuremberg, Germany
24 to 26 February
Booth 5-378

For three days at the end of February, Nuremberg will become the center of everything embedded, with embedded world 2015. This is one of the largest events of its kind, and the perfect place to see NXP's embedded and secure connections for a smarter world.

Visit us at our booth (5-378), and you'll discover our latest innovations for embedded designs.

Here are some highlights:

LPC microcontrollers
See how our latest LPC microcontroller products and application-in-a-box solutions address today's growing demand for smarter devices, better power efficiencies, more versatile connectivity, higher security and cool user interfaces in our unique, interactive demos.

Developed in collaboration with ecosystem partners, these demos let you experience LPC microcontrollers first hand as you:

   Paint a masterpiece, control sensors, or race a car, while monitoring power consumption
   See the future of home patient care in action as a broken seal on a connected pill holder securely communicates patient usage information to medical professionals via the cloud
   Create a smartphone-like GUI in just minutes for virtually any end product, from white goods to drones, to high-end audio equipment
   Come up to speed on the newest features in the LPCXpresso IDE toolchain

Secure Interface and Power
In the constantly changing world of mobile and computing electronics, our Secure Interface and Power solutions offer seamless connectivity for data, video, power management and signal integrity. With world class performance, we are driving innovation across the industry.

In our USB Type-C demonstration, you'll witness:

   Data transferred across a USB Type-C connector to a host device which decodes the USB data, converts it to a DisplayPort signal and then sends the video over the same Type-C cable to a DP-to-VGA connector and a monitor
   Data moving in one direction while video moves in the other direction over the same USB Type-C connector
   Power swapping capability between a docking station and a host device

NFC solutions
As the innovation and market leader in NFC and RFID, we demonstrate how the world will change through embedding NFC technology into consumer applications. Discover how fast, seamless and easy to use NFC is!

Our latest innovations bring the Internet of Things even faster to everyone's everyday life:

   The smart oven can access the cloud through a mobile phone using NFC – simply choose a recipe on your phone and then tap it on the oven to transfer the specific settings
   Use the recently invented, world-first NFC and ZigBee remote control to add new secure features to your TV watching experience. Get convenient payment for video-on-demand, parental control, personalized profiles and authentication – all by just tapping your remote to your phone, a toy, a smartcard or any NFC-enabled device.

Besides all this NXP also participates in the Electronic Display Conference scheduled for 26 February.

So if you're designing embedded systems, and you're curious to know more about our latest embedded solutions , be sure to stop by our booth and say hello. There's a lot to experience!