



HELLA establishes network with software developers in the Ruhr area

More than 150 embedded software experts came to the first BitSTRICT conference in Dortmund

Lippstadt, December 19, 2018. The contrast could hardly have been greater: End of November, young start-ups, students and representatives of scientific institutions and companies met at the first BitSTRICT conference to discuss innovations and trends in the field of embedded software development. The conference took place at the Dortmunder U, a high-rise building of the Union Brewery built in the 1920s and a landmark of the Ruhr metropolis.

"Embedded software is playing an increasingly important role for us," says Björn Twiehaus, member of the executive board of the Electronics business division at HELLA. "Whether in radar technology, battery management or headlamps, the embedding of software in complex overall systems is constantly increasing. That's why it's important for us to promote exchange in this area."

The BitSTRICT conference is the kick-off event for the establishment of a network for embedded software in the Ruhr area. The event was initiated by HELLA together with other partners such as semiconductor and sensor manufacturer Elmos and pump manufacturer WILO as well as universities and institutions from the region. The role model for the network was the Deep Berlin Community of HELLA Aglaia. The successful concept has now been transferred to the Ruhr area and the subject of embedded software.

"With its dense university and research landscape, the Ruhr region is an excellent breeding ground for innovative ideas and start-ups," says Nicole Castagné, responsible for worldwide recruiting and employer branding at HELLA. "And this is practically right on our doorstep, because from Lippstadt, it only takes 45 minutes to get there. We want

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to use this potential even more in the future to become better known, especially in the embedded software community, and to attract young talents to HELLA".

At the first BitSTRICT conference, various institutions, companies and start-ups presented their latest developments in embedded software. These include, for example, the start-up company MotionMiners from Dortmund, founded in 2017, which uses innovative sensor solutions to record and analyze motion sequences in the production process and thus helps to optimize them. The next network meeting is expected to take place in 2019 at the HELLA headquarters in Lippstadt.

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