

## **VDC Research's IoT Expert Chris Rommel to Present at EE Live!**

*Vice President of M2M and Embedded Systems Research to discuss tech trends and business models for the Internet of Things.*

“73% of engineers report that their organizations view M2M/IoT as critical to their future success.”

Natick, MA (PRWEB) March 21, 2014

VDC Research (VDC), a leading M2M market intelligence firm, announced that Chris Rommel, Executive Vice President of M2M and Embedded Technologies, is scheduled to present at [EE Live! Conference](#) in San Jose from March 31-April 3. EE Live! (formerly DESIGN West) is a 4-day conference covering the latest solutions in embedded security, Internet of Things, embedded Android, and more. Rommel will offer his insight on tech trends and business models for the Internet of Things at the IoT Engineering Summit.

IoT is one of the biggest changes that will impact electronics design engineers over the next decade and has spawned thousands of start-up initiatives. But how are organizations responding and where will the market move fastest? “Engineering organizations now almost unanimously recognize the product and revenue opportunities afforded by the IoT. Unfortunately, many of these organizations don't yet account for all of the engineering, organizational and ecosystem changes required to successfully pursue the IoT opportunity,” said Rommel.

While sharing results from a recent VDC survey of engineering leaders, Rommel will explore how product engineering and business models are evolving, and where your best chances lie to claim a piece of the IoT.

Additionally, VDC will present its annual Embeddy Awards for Best in Show live on Thursday, April 3 prior to the keynote at EE Live! The Embeddy Awards are presented annually to those exhibitors who announce or demonstrate the most significant new software and hardware products. VDC will announce Best in Show awards for both software and hardware solutions.

Presentation: Tech Trends and Business Models for the Internet of Things  
Speaker: Chris Rommel, Vice President, M2M and Embedded Technologies, VDC Research  
Event: EE Live! Conference  
Date/Time: April 3rd at 2:15 pm PT

Members of the press who wish to receive a copy of Chris Rommel's presentation or schedule an onsite interview can contact VDC at [info\(at\)vdcresearch\(dot\)com](mailto:info(at)vdcresearch(dot)com).

### **About EE Live!**

The conference program at EE Live! will take place in San Jose March 31 – April 3, 2014 (Monday – Thursday) for four days of sessions, tutorials, boot camps, summits and post-mortem discussions on a comprehensive selection of engineering design topics taught by leading industry experts. EE Live! will offer exclusive 2 day Boot Camps and Tutorials taught from a highly practical perspective to allow engineers to create more effective and efficient designs and systems. The ESC (The Embedded Systems Conference) will return and is built around the essential tool kit of the embedded designer. Engineering Summits will teach embedded engineers the skills to take the basic embedded system and design them into new products and applications with a focus on security and connectivity.

**About VDC Research**

VDC Research is the leading M2M-focused market intelligence firm that provides engineering leaders and technology suppliers with research-driven insights to help guide their product development and technology strategies. Based on a unique blend of quantitative and qualitative analysis that offer granularity and breadth of coverage, VDC is organized around four practice areas, each with its own focused area of coverage. Together, they enable a unique 360-degree perspective of the opportunities and challenges resulting from The Internet of Things and M2M. For more information visit: <http://www.vdcresearch.com>.