

## **VDC Research's Chris Rommel to Present at Sensors Expo & Conference**

*Vice President of IoT and Embedded Technology to discuss tech trends and building success in the IoT.*

Natick, MA (PRWEB) June 20, 2016

VDC Research (VDC), a leading IoT and Embedded Technology market research firm, announced that Chris Rommel, Executive Vice President of IoT and Embedded Technology, is scheduled to present at Sensors Expo & Conference in San Jose on June 22 at the McEnergy Convention Center. Sensors Expo is a 3-day conference bringing together industry experts that represent the entire design lifecycle from sensing to security for IoT-enabled technologies, and across a wide range of vertical markets. Rommel will offer his insight on how OEMs should address and adapt to new challenges like security, and in what industries the IoT is evolving fastest.

Rommel will host a presentation, "Building Success in the Internet of Things" addressing key challenges in the IoT ecosystem. "The value of the IoT hinges on the collection, analysis and actionability of data from edge devices," said Rommel. "The monetization of this value, however, extends far beyond mastering new technical obstacles and requires organizations integrate engineering, operational and service strategies."

Presentation: Building Success in the Internet of Things

Speaker: Chris Rommel, Vice President, IoT and Embedded Technology, VDC Research

Event: Sensors Expo & Conference

Date/Time: Wednesday, June 22, 2016 10:20AM to 11:00AM

The Sensors Expo & Conference is the nation's largest and most comprehensive program that explores the future of sensing technologies driving tomorrow's solutions. This conference consists of over 65+ technical sessions covering nine different tracks, four pre-conference symposia, and two keynote presentations.

The full agenda is available online at <http://www.sensorexpo.com/schedule>.

VDC Research focuses on multiple aspects of the IoT ecosystem, including platforms, software, services, and security. The IoT & Embedded Technology practice surveys and interacts with thousands of software engineers and product managers at OEMs across all major vertical markets to gain insight into their project requirements, solution selection criteria, preferences, and spending.

### **About VDC Research**

Founded in 1971, VDC Research provides in-depth insights to technology vendors, end users, and investors across the globe. As a market research and consulting firm, VDC's coverage of AutoID, enterprise mobility, industrial automation, and IoT and embedded technologies is among the most advanced in the industry, helping our clients make critical decisions with confidence. Offering syndicated reports and custom consultation, our methodologies consistently provide accurate forecasts and unmatched thought leadership for deeply technical markets. Located in Natick, Massachusetts, VDC prides itself on its close personal relationships with clients, delivering an attention to detail and a unique perspective that is second to none.