

Nanotron is ready: Location-awareness @work.

Today FYI Newsbeat is talking to Dr. Jens Albers, CEO of nanotron Technologies, about nanotron exhibiting at embedded world 2016 and how location-awareness is going to change the world.



FYI Newsbeat: Welcome back from Nuremberg. Did embedded world 2016 change the world of nanotron Technologies?

JA: (Laughing...) Yes, our presence at embedded world 2016 actually did! We chose embedded world 2016 as an important event for nanotron to launch new products and show-case our location-technology. Remember: Already back in 2008 nanotron started the topic of location-awareness with the first commercial location chip ever! A lot of things have changed since then, and many commercial applications have come up. Meanwhile we have also learned our lessons: We have created products that make it easy for people leveraging location-awareness to improve work safety and stream-line production. At embedded world 2016 we told the world “nanotron is ready”!

FYI Newsbeat: What was your personal nanotron high-light of the show?

JA: Our team proudly presented 9 real-live business examples on how our customers are making money/create successful businesses utilizing nanotron’s solutions for location-awareness. “Location-awareness @work” is our daily efforts/endeavor, and was our theme for the show.

FYI Newsbeat: Are you satisfied with the number of visitors at nanotron’s booth?

JA: Yes, we are pleased. – Our booth was located in hall 4A. Across the isle there was Digi-Key, Nvidia one block behind, NXP and Atmel two blocks to our right. There was very good through traffic and after all our team had sent out more than a thousand invitations all by itself.

FYI Newsbeat: What is your take-away from embedded world 2016?

JA: The exhibition has shown the significance of embedded systems with more than 900 exhibitors, driven by topics such as the Internet of Things (IoT). The IoT consists of smart devices, and each device needs to be location-aware. In this context, the nanotron team celebrated 3 product launches – nanoLOX, the world-first location device for Chirp and WiFi, the highlight of those three – our team delivered 6 expert talks, met existing and many new potential customers, networked with colleagues and partners. We enjoyed the extremely productive days – day 1: smart items day, day 2: precise location day, day 3: safety and productivity day - with our customers and partners in Nuremberg very much!

FYI Newsbeat: What are the challenges that nanotron is facing after the show?

JA: Location-awareness is still relatively young as a technology. So far, too many people put too much emphasis on just location accuracy. We have started to paint a more balanced picture including low latency, high throughput and ease of use, and also a differentiation of the required accuracy. Making location-awareness information available for enterprise resource planning and management applications is another big task. It is nanotron's charter to simplify how location-awareness is deployed and utilized.

FYI Newsbeat: Thank you, Dr. Albers, for your time and insight!

Bio: Jens N. Albers joined nanotron as the CEO in 2004. He is a serial entrepreneur and co-founder of Multilink Technology Corporation (MLTC). Multilink debuted at NASDAQ in an IPO in June 2001. Dr. Albers holds a Ph.D. in Electrical Engineering from Ruhr-University Bochum, Germany.

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