Global Presence

Dear Reader,

In the editorial section of our final issue from the year 2015, we announced that we would be offering more content geared to appeal to an international audience. Wasting no time in making good on this promise, we begin the year by including a selection of items offering an international perspective on developments in the automotive industry. For instance, our feature interview gives you an opportunity to find out what accounts for the often underestimated know-how of the U.S.-American automobile manufacturer Tesla, a manufacturer that makes use of a holistic IT-security strategy to interactively link its vehicles like no other OEM today.

However, international authors and topics alone will certainly not suffice to meet the expectations we have for an expanded global presence. As a subscriber to our worldwide editions of ATZ, MTZ and ATZelektronik, in the past you have been able to read the English versions of technical articles in PDF format. Now we step on it and are offering you even more content. From now on, our "In the Spotlight" feature, news about companies and new products, an interview relating to our cover story as well as a guest commentary column and, of course, the familiar articles on the industry and the latest developments in the field of research will be available for you to read in a user-friendly format with new functions.

In concrete terms, this means that you can access the international e-magazines from any web browser, regardless of the operating system, and on PCs, tablets and smartphones. The HTML5 standard will also allow us to include multimedia content in the future, which means that we can offer you genuine added value. The interactive contents page enables you to move quickly to the article you want to read. Using the search function enables you to search the entire issue rapidly for a specific keyword. In addition, you can

access social media sites directly from every page, which will allow you to tell your colleagues about interesting ATZelektronik worldwide articles.

Of course, you can also save the content in PDF format and print it out in the familiar way and, as usual, you can access it from www.ATZelektronik-worldwide.com. All the 2015 issues are now available as e-magazines and, naturally, you can still use the PDF archive. We would be grateful if you could inform your colleagues all over the world about the new international e-Magazine.

The Congress on the subject of advanced driver assistance systems that is to take place in Frankfurt on the 13th and 14th of April 2016 will also be more international. In addition to the latest in driver assistance, the congress will give you an opportunity to find out why cryptography experts based in the German Silicon Valley of Bochum are in demand around the world and have been taking over leading positions in the United States.

We wish you a happy and prosperous 2016!

Markus Schöttle
Deputy Editor in Chief