Happy Holidays

Dear Reader,

It is time for a review of the first year at ATZelectronics, where I have been solely responsible for the planning of content and the contributions. An exciting year, since it was also shaped by the fact that due to the coronavirus pandemic, personal contacts have all been eliminated since March in one fell swoop: trade fairs, press conferences and the otherwise always personally conducted interviews.

Of course, particularly during the first phase of the lockdown, companies were understandably focussed on issues sometimes significantly different to writing contributions for magazines such as ATZelectronics. In this regard, creativity was needed to "produce" a balanced magazine and to maintain or increase the quality of the issue. If you missed a topic or you would like to read more about certain aspects, please send me an email; suggestions for contributions are also welcome.

One goal on the agenda is to strengthen the profile of ATZelectronics. This manifests itself in the very careful selection of articles and contributions, which results in semiconductor companies from A for Analog Devices and N for NXP or Nvidia to T for Texas Instruments being increasingly integrated. Since vehicles are morphing more and more into rolling electronics and functionality is increasingly being defined by software, vehicle developers are having to occupy themselves intensively with these topics. It cannot be that a vehicle with excellent gap dimensions but with faulty software is delivered to a buyer: and on the other hand, in my view of an ideal world, no one should have to accept a vehicle (intentional dig) with excellent software but with many areas of mediocre mechanical quality.

Interestingly, in the real world, the second business model is working remarkably well; despite results as described in the J. D. Power Quality and Satisfaction Study 2020. This is owed more to follower enthusiasm analog to Apple fans in the days of Steve Jobs, but it isn't really acceptable. On the other hand, the colleagues in Palo Alto are putting their counterparts in Unter-türkheim, Munich and Wolfsburg under great pressure to perform: Thanks to Elon Musk, there are many things in cars that we would otherwise have had to wait a long time for. The rattles and draughts can be accepted for a while, but not permanently.

But reading helps: We will do to ATZelectronics, ATZ and MTZ whatever it takes to provide you with the knowledge necessary to improve the first business model.

With this in mind, I wish you a peaceful and relaxing festive season and a good start to the new year – hopefully soon without Corona. Stay healthy!

Robert Unseld
Responsible Editor

RENT A LOGGER

IPETRONIK's New Rental System

- ▶ No Down Payment
- ▶ Fixed Monthly Rent
- ▶ Flexible Lease Term
- ▶ Purchase Options
- ▶ IPEmotion RT Included

IPETRONIK

www.IPETRONIK.com