



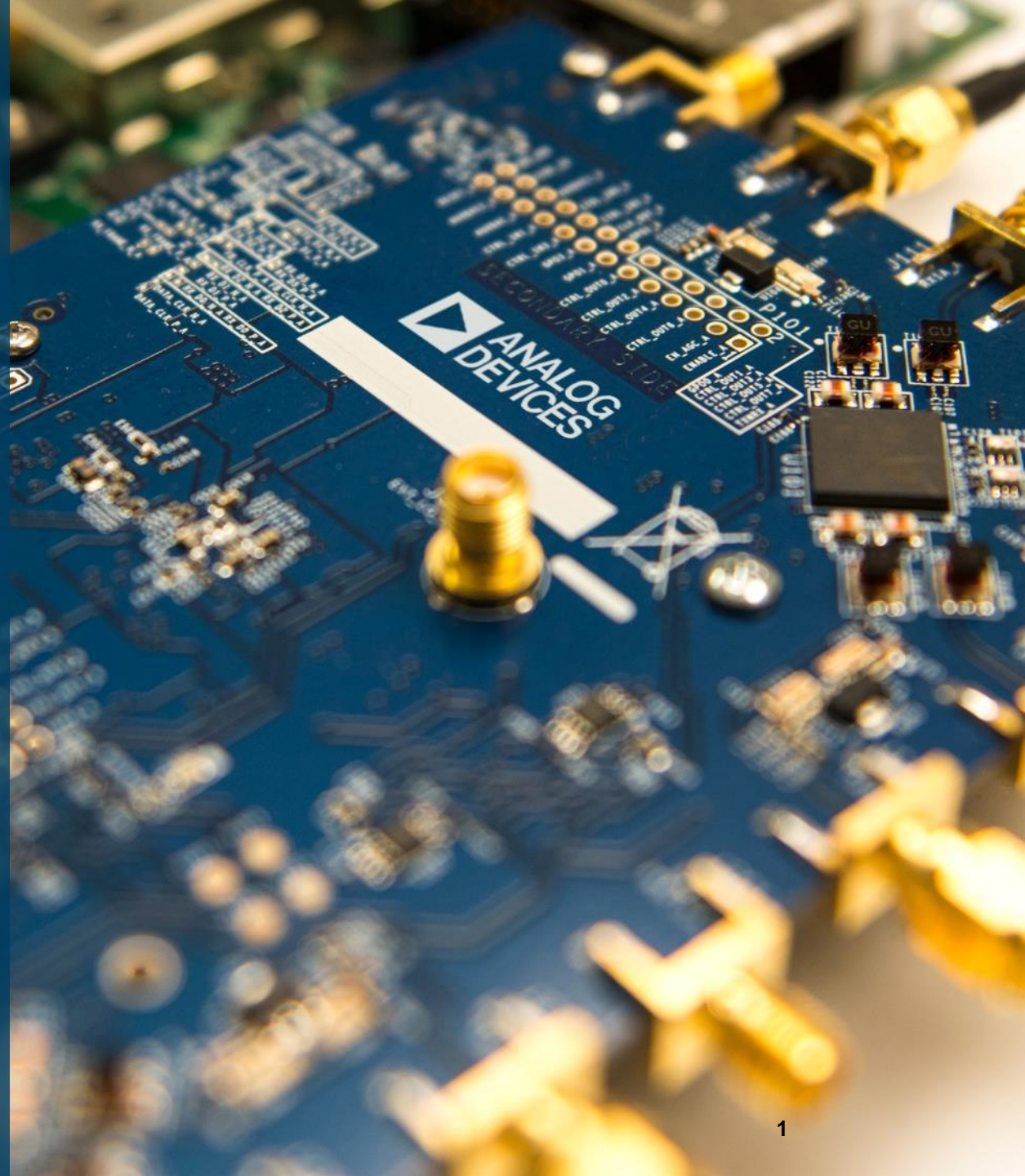
AHEAD OF WHAT'S POSSIBLE™



ADI WE University Design Challenge

Analog Devices, Inc.
Würth Elektronik eiSos

9TH OCTOBER 2017



Welcome!

► Analog Devices (ADI) and Würth Elektronik (WE) are proud to launch our
First European University Design Contest

► 6 universities from 5 different countries:

- Spain: Universitat de València, and Universitat Politècnica de València
- Ireland: University of Limerick
- Bulgaria: Technical University of Varna
- Austria: Graz University of Technology
- Germany: Aalen University of Applied Sciences



Design Challenge Steps

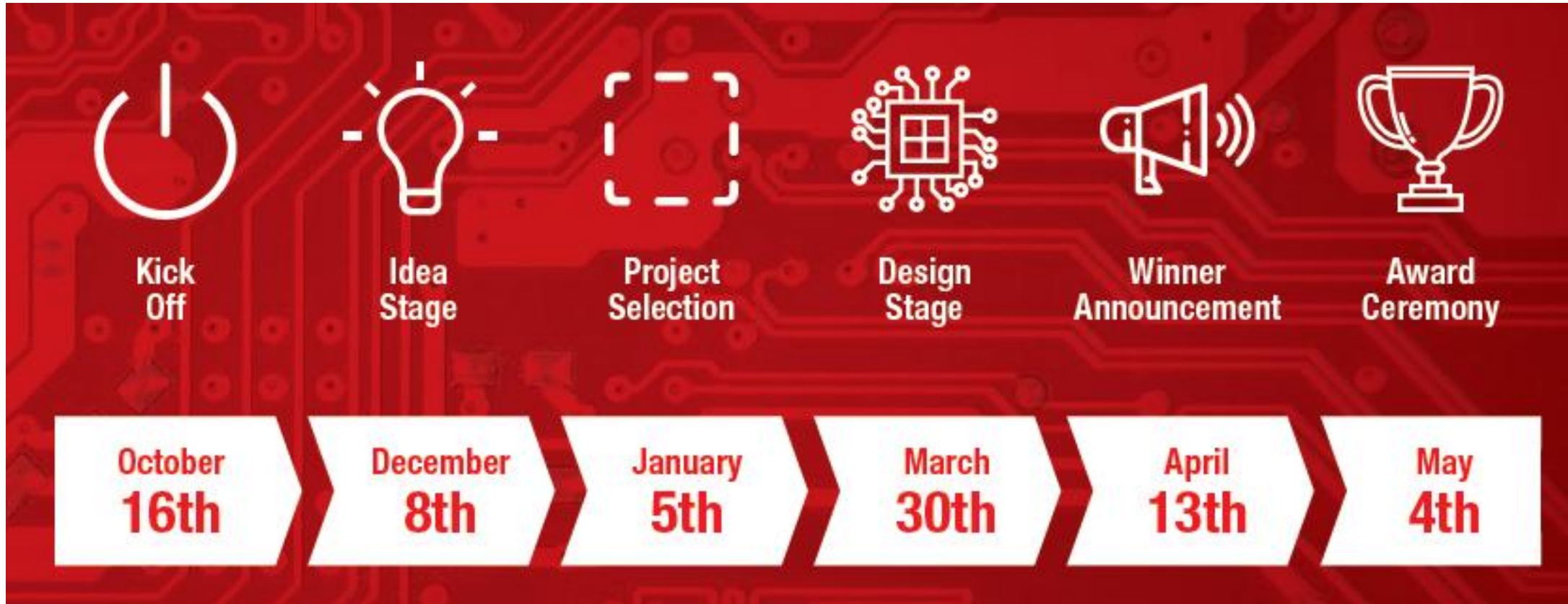
- ▶ Choose a topic
 - Monitoring environmental parameters, ie. toxicity levels in air, or water
 - Material sensing
 - Sense human bio-signals

- ▶ Make a team of 2-4 students (UG or PG)
 - We are flexible on the ideas, think out of the box!
 - Multidisciplinary teams are highly recommended

- ▶ Submit your idea:
 - analog-we-designcontest@we-online.com

- ▶ All communications will be in English

Milestones



Kick-off

- ▶ Register the participants of your team in ADI web page:

- <https://registration.analog.com/login/AccountRegistration.aspx?locale=en>

- ▶ Send us an email with the following info: analog-we-designcontest@we-online.com

ADI user name (2-4 members)	Team name	University	Study Course	Project category	General Project description	Twitter account used for promo
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- ▶ And start developing your idea...

Idea Stage

- ▶ Before the end of December 8th you should send to us, and to your University coordinator:
 - Detailed description of your project
 - Simplified circuit block detailing specific (or family) ADI and WE components
- ▶ The list of available Evaluation Boards and material will be provided to the teams
- ▶ If you need help you can contact your University coordinators, or use our support tools
 - <http://www.we-online.com/redexpert>
 - <https://ez.analog.com/>



Project Selection

- ▶ Each University coordinator will select one project per category
- ▶ ADI and WE may rescue some projects for the next stage if extra value is perceived
- ▶ The selected projects will be communicated after Christmas
- ▶ Grading criteria for the first filter:
 - Innovation
 - Creativity and originality
 - Applicability / Business relevance

Build your idea/concept

- ▶ By early January the selected teams will receive the material from ADI and WE
- ▶ During those weeks, teams must report their progress using twitter. One tweet per week using following tags: #ADIWEcontest , @ADI_News , @we_online
- ▶ Before March 30th, the teams must submit by email a dossier with a detailed description of the project (2000 words max, 4 pages approx.)
- ▶ A video of the functional demo must be uploaded to YouTube and must contain an explanation of the project and some details on the implementation itself (2-5 min duration)

Final evaluation criteria

- ▶ There must be a working prototype.
 - Disqualifying factor. Only working prototypes will be considered for the final prizes

- ▶ ADI and WE will evaluate each project based on the following criteria

Concept	Maximum points
Innovation	20
Creativity and originality	20
Applicability / Business relevance	20
Documentation including dossier and photos/video	20
Social media interaction	10
Use of ADI/WE parts	5
Multidisciplinarity / Team work	5
Total	100

Winner and prizes

- ▶ The winners will be announced on 13th of April
 - Any of the categories and/or positions could be considered void

- ▶ First Prize per topic
 - Publication of the project in a magazine
 - 1 iPad per team member

- ▶ Second and Third Prizes
 - Enter a raffle for a couple of iPads among the members of the 6 teams

- ▶ All the teams
 - Will receive a promotional box or training material

Special Prize

- ▶ For the best project based on jury opinion, the possibility of an internship in WE and ADI is offered
 - Subjected to HR and technical interviews with the candidates

- ▶ The Internship are offered in ADI and WE, different locations in Europe or US

Winner Announcement Day

- ▶ ADI and WE will invite the 3 winning teams.
- ▶ The ceremony might take place in Munich (close to WE and ADI facilities)

- ▶ Agenda
 - Showing around in both locations
 - Lunch together
 - Winner Announcement / Awards Ceremony
 - HR Interview for interested team members from the 3 winning teams

WHAT WE DO

We enable our customers to interpret the world around us by intelligently bridging the physical and digital with unmatched technologies that sense, measure and connect.



WHAT WE STAND FOR

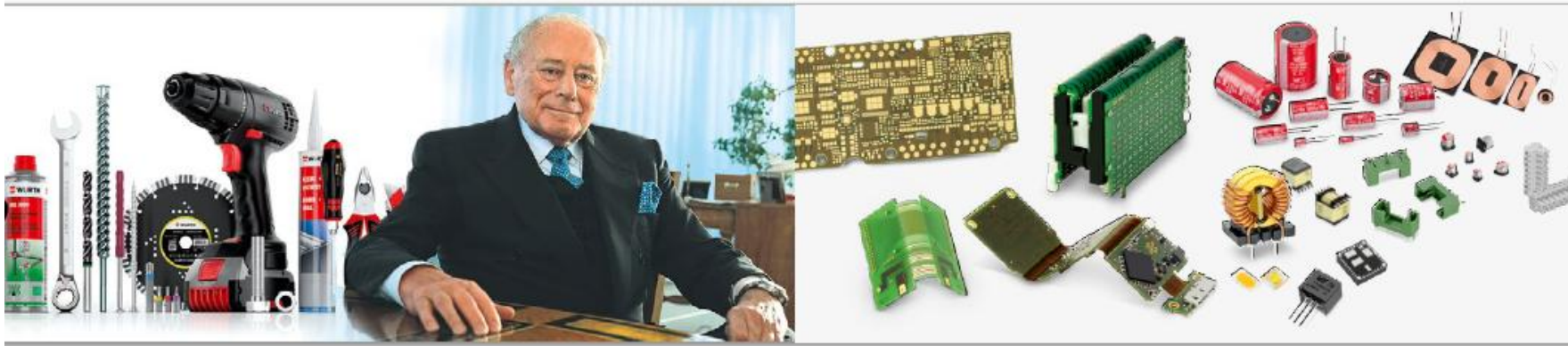
- ▶ Passion for Customer Success
- ▶ Impactful Innovations
- ▶ Applied Imagination
- ▶ Entrepreneurial Mindset

AHEAD OF WHAT'S POSSIBLE™

WHAT WE DELIVER

- ▶ Solutions to the problems others cannot solve
- ▶ Competitive advantages where high performance analog matters
- ▶ Simplified product development
- ▶ Technologies that transform industries

The Würth Group – A strong family



The Würth Group

- Over 71,300 employees*
- 11.8 billion € sales*
- More than 400 companies*
- In more than 80 countries*
- Privately owned

The Würth Elektronik Group

- Over 8,000 employees*
- Sales of 785 million €*
- 3 Business Units (eiSos, CBT, ICS)
- WE eiSos: one of the biggest European manufacturers of passive components
- In 50 countries*
- The largest production entity of the Würth Group

▶ University coordinator

- Contact person with WE/ADI
 - Prof. Vencislav Valchev

▶ Coordinator duties:

- Will receive and distribute internally promotional material
- Pick the winning teams of the first phase
- Will receive the material (EBV and components) for the teams involved in the second phase
- Is not expected to technically support the development of the projects