

Main Elements

- Tablett Technologie – iPad, Android or Windows?
- Web Technologie versus Applets?
- Printer connectivity?
- Barcode versus RF-ID and NFC?
- Browser Technology?
- User Interface?
- Network connectivity?
- Stability?



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Hardware or Software?

SEMICONDUCTORS

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Secure Connections for a Smarter World

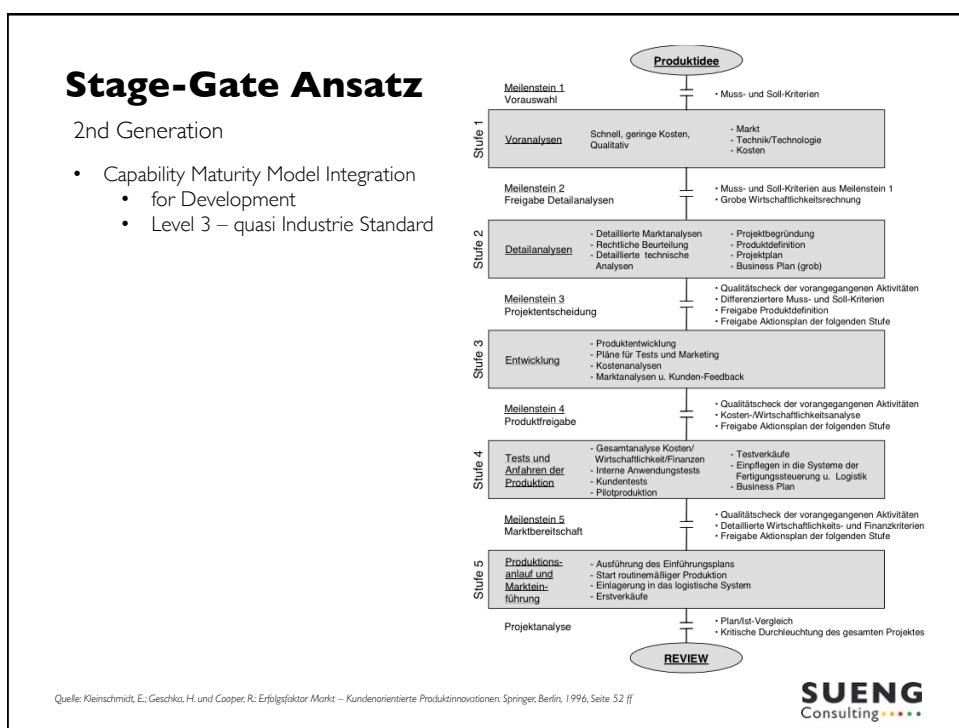
NXP Semiconductors

The electronics industry is being driven by four mega trends that are helping shape our society: Energy Efficiency, Connected Devices, Security and Health. Connecting to these trends and enabling Secure Connections for a Smarter World. NXP Semiconductors (NASDAQ: NXPI) creates solutions for the Connected Car, Cyber Security, Portable & Wearable and the Internet of Things.

Through our innovations, customers across a wide variety of industries –including automotive, security, connected devices, lighting, industrial and infrastructure –are able to differentiate their products through features, cost of ownership and/or time-to-market. With operations in more than 25 countries, NXP posted revenue of \$4.82 billion in 2013.

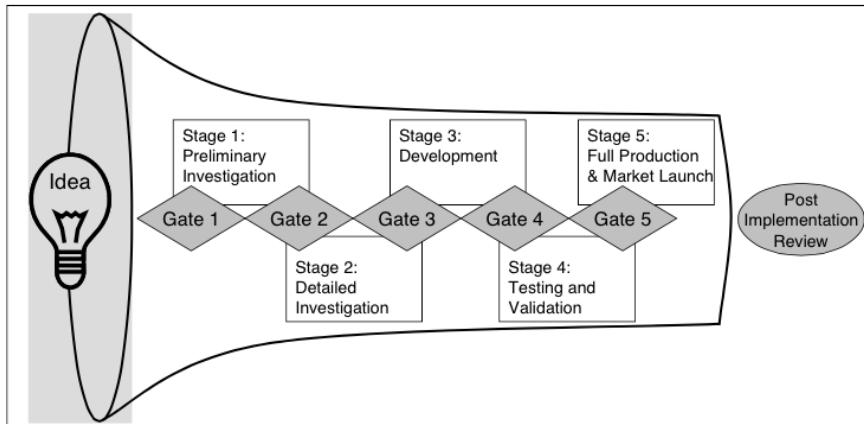
Headquarter: Eindhoven, The Netherlands

NXP SECURE CONNECTIONS FOR A SMARTER WORLD



Stage-Gate Ansatz - Cooper

3rd Generation



Quelle: Cooper R.: Top oder Flop in der Produktentwicklung – Erfolgsstrategien: Von der Idee zum Launch. Wiley-VCH, Weinheim, 2002, Seite 479

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„Technisches“ Fazit 🔑

- Software Prozesse (V-Model, Scrum, ...)
- Software Modul Design (Process Design, UML, ...)
- Verschiedene Systeme – Windows, Apple, Linux, Unix
- Hardwarenahe Programmierung - embedded
 - µP u. µC Architekturen (8, 16, 32 & 64 bit, ...)
 - Assembler; C, C++, C#, (.net), Perl, Phyton, JavaCard, ...
 - Matlab, Simulink, Verilog, VHDL, AHDL, LabVIEW ...
- „Security“ (Kryptographie, Authentication, ...)
- Software Programmierung, Testen und Qualität
 - Modul u. Komponent Testing (u.a. Design for Test - DfT)
 - Integration Testing
 - Verification und Validation
- Konfiguration Management & Source Code Management
- Change Control Boards (CCB, PRs, CRs)
- Projektmanagement
- Internationalisierung
 - English is a MUST and not optional anymore! (Semiconductors == English !!!)



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„Es ist nicht genug zu wissen, man muss es auch anwenden.

Es ist nicht genug zu wollen,
man muss es auch tun.“

Johann Wolfgang von Goethe



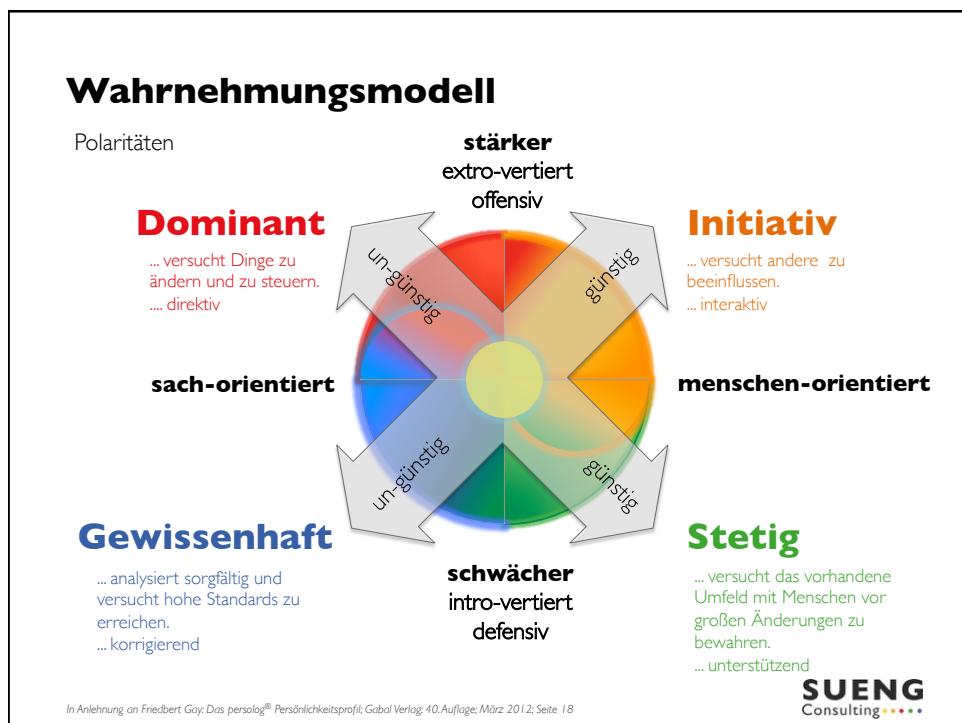
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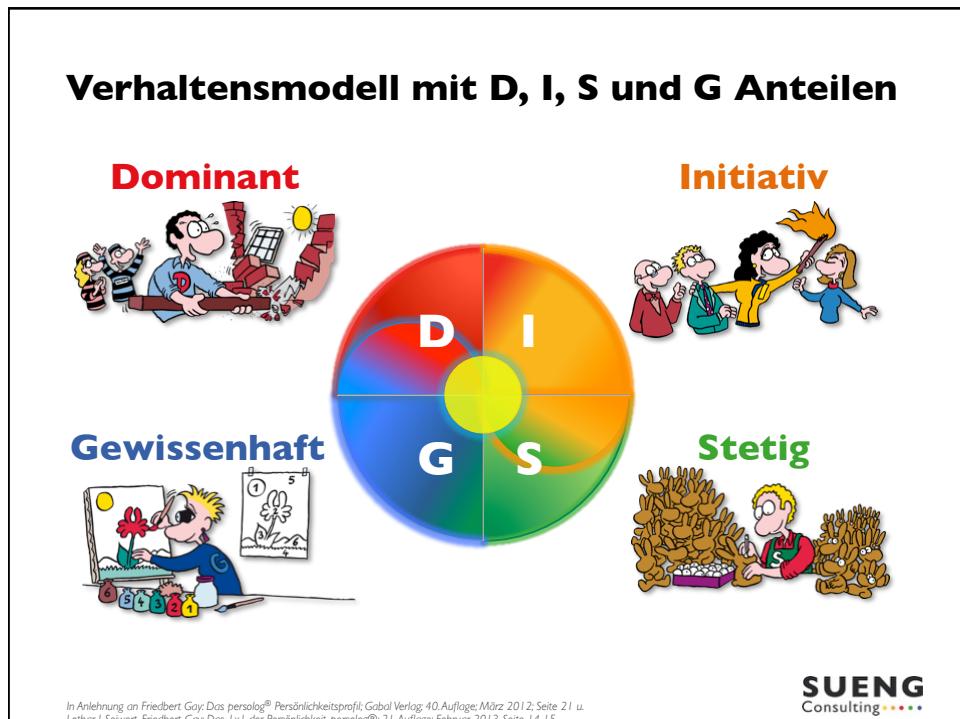


Der Weg ...

PERSÖNLICHKEITS- ENTWICKLUNG UND KOMMUNIKATION







Schlüssel: Gemeinsam ... Testen

Ein Klima des Lernens, des Gestaltens und des Verstehens

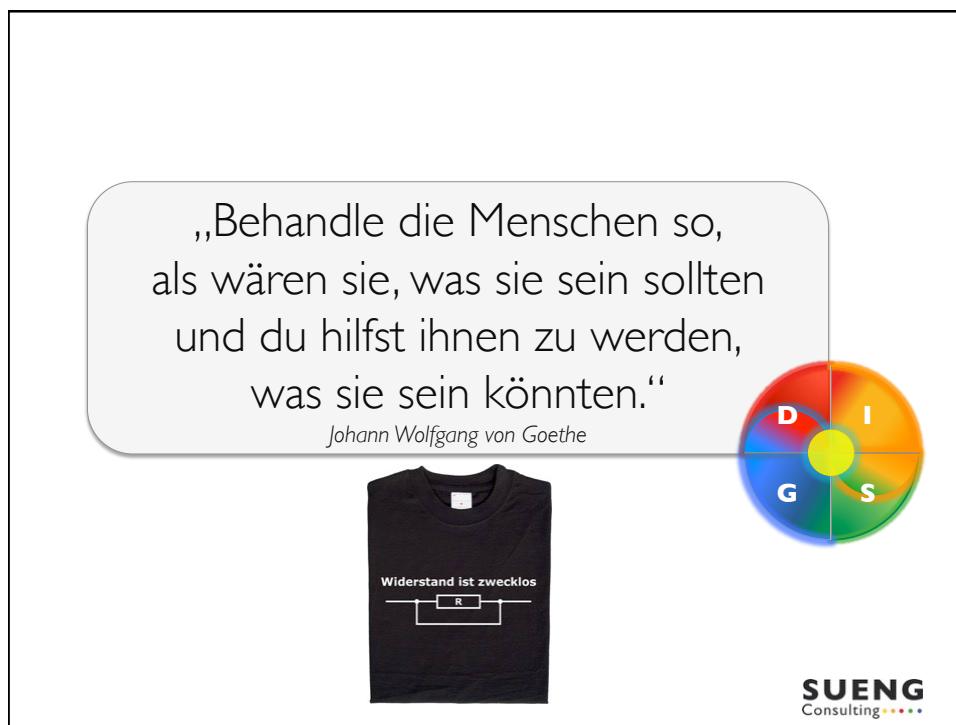
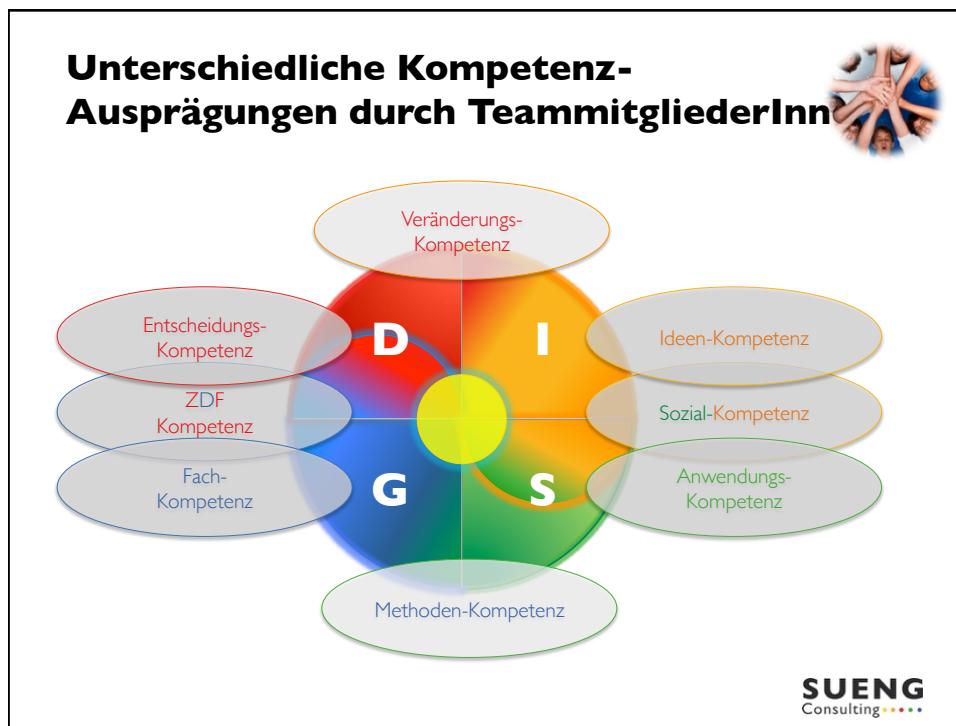
Die **zwei wichtigsten Grundbedürfnisse** des Menschen lt. der **modernen Gehirnforschung**
lt. Prof. Dr. med. Gerald Hüther

- Bedürfnis nach **Bindung** und **Verbundenheit**
- Bedürfnis nach **Wachstum** und **wachsen zu dürfen**

Ein **gemeinsamer Bedeutungsraum** und **Haltung** sollte errichtet werden:

- **verstehbar**
- **gestaltbar**
- **sinnhaft** und **bedeutsam**

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