

edge lab LIVE! Developer Conference for Edge AI, Open-Source Software, Open Standards Hardware & CRA-Compliant Product Development Launches at electronica 2026

--Four-day program at world's premiere electronics tradeshow features live hands-on workshops, conference sessions, awards program, networking events, and more

PHOENIX — July 27, 2026 — [ThroughPut Marketing](#) today announced [edge lab LIVE!](#), the premier technical conference and exhibition for edge AI, edge computing, and CRA-compliant embedded and IoT product development. Hosted in partnership with Messe München, edge lab LIVE! takes place November 10-13, 2026 at [electronica](#) in Munich, Germany.

Focusing on the practical aspects of modern embedded and IoT edge systems, software, and secure development, edge lab LIVE! combines a three-day technical conference, interactive show-floor workshops featuring live demos and hands-on development, a dedicated awards program, and other special events.

"edge lab LIVE! offers embedded, IoT, and edge AI engineering professionals a very different experience than they would get attending a typical conference," said Brandon Lewis, founder, ThroughPut Marketing. "With a workshop-centric program dedicated to bringing up, porting to and deploying applications on real target hardware, edge lab LIVE! lets embedded and IoT product developers engage directly with the technology they need to build and deploy commercial products into real-world environments.

"edge lab LIVE! may be a new program at this year's electronica, but the enthusiastic response we've received from leaders in embedded and IoT computing shows that the market is ready to embrace our high-engagement approach," added Lewis.

Strong industry participation

Leaders from all parts of the technology supply chain have already committed to edge lab LIVE! Offering 10+ interactive workshops focused on open-source software and hardware implementations for near-edge, far-edge and high-performance computing, participating companies include: Avnet, Digi-Key, NXP, Renesas, Deutsche Telekom, LVGL, Mender.io, Zephyr Project, PICMG, and edgebench.io.

"As embedded systems become more complex and distributed, the industry is moving beyond standalone components toward interoperable platforms and open ecosystems," said Caroline Pannier, exhibition director, electronica. "edge lab LIVE! embraces the importance of system-level thinking, giving attendees real-time access to the hardware and software technologies that leverage open tools and standards to pursue a whole that is greater than the sum of its parts. We're delighted to partner with ThroughPut in launching this important new section of electronica 2026."

Highlights of edge lab LIVE!

edge lab LIVE! is a multi-faceted program designed for technical leaders and developers in the fields of embedded systems, the IoT and edge artificial intelligence (AI).

It also includes several special events co-hosted by edge lab LIVE! and IoT Stars, a community of IoT professionals:

- **IoT Stars** — hosts an exclusive gathering on the evening of November 10, 2026. For more information, visit: iotstars.com/events/electronica26.
- **An Evening of Edge AI with Shawn Hymel** — hosted by Shawn Hymel on November 11, this free informal evening event allows edge AI leaders to share live demos and real stories.
- **Edge Awards Program** — recognizes innovative embedded, IoT and edge AI solutions showcased at electronica. A panel of engineers and industry experts will evaluate submissions on performance, innovation, ease of use, cost/value, scalability, integration, reliability, and market impact. Solutions may also undergo live technical testing. electronica exhibitors may submit a product by September 11, 2026. Visit: <https://node4.share.hsforms.com/2gyXMrBEwSJSa0rAqaDwlQw>
- **CRA Day** — focuses on the practical aspects of the European Cyber Resilience Act (CRA) for embedded systems, connected products, and electronics supply chains. Attendees will learn how to achieve and maintain compliance from Ygreky and other technology implementors informing the policy. For more information, email: info@edgelablive.com
- **Boards & Beers** — a relaxed community event where hardware, conversation and networking come together. The Edge Awards will be presented during this event on Monday, November 9.

About edge Lab LIVE!

edge lab LIVE! takes place November 10-13, 2026 at electronica (Trade Fair Center Messe München, Munich, Germany). For more information visit: <https://electronica.de/en/trade-fair/program/edge-lab/>

The call for proposals at edge lab LIVE! is open until August 28, 2026. Speakers may submit abstracts via: <https://pretalx.com/edge-lab-live-at-electronica-2026>

For more information on sponsorship, email: info@edgelablive.com

About ThroughPut Marketing

ThroughPut is the go-to-market agency serving technology companies and industry organizations in embedded computing, edge AI, IoT, and industrial electronics sectors. With deep domain expertise in technical content marketing, technology commercialization, open-source software, and embedded engineering, ThroughPut prides itself on deep client partnerships that align people, processes, and technology infrastructure with data-driven

decision making and engagement-rich activation strategies. In every collaboration, ThroughPut's goal is to transform investments into real cost savings and revenue growth.

ThroughPut is headquartered in Phoenix, Arizona, with a wholly owned subsidiary (ThroughPut Marketing B.V.) operating out of The Hague, the Netherlands, and technology and sales offices worldwide. For more information, visit: <https://throughput.agency>.

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