

News Release

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EMD Electronics, the U.S. and Canada Electronics business of Merck KGaA, Darmstadt, Germany, to showcase technologies and applications at CES 2023

- **The company is hosting “Tech Talks” with industry experts and partners at its booth in Las Vegas**
- **EMD Electronics is sharing insights on the future of electronics at the 2023 Consumer Electronics Show**

Tempe, Arizona, December 15, 2022 – EMD Electronics, the U.S. and Canada Electronics business of Merck KGaA, Darmstadt, Germany, today announced [its plans for the Consumer Electronics Show \(CES\) 2023](#), showcasing technologies and applications for advancing digital living. The company will host several “Tech Talks” with senior executives on Thursday, January 5, and Friday, January 6, along with industry experts and partners present at the company’s booth until Sunday, January 8.

On Saturday, January 7, Kai Beckmann, Member of the Executive Board of Merck KGaA, Darmstadt, Germany, and CEO Electronics, will participate in the company’s first Consumer Technology Association (CTA) sponsored panel discussion, ‘The Metaverse is Here to Stay’, from 3 – 3:40 p.m. PST at the Las Vegas Convention Center’s North Hall. Beckmann will join other industry thought leaders to discuss how they expect the metaverse to impact their business and how EMD Electronics’ materials are essential to realizing truly immersive augmented and virtual reality hardware.

In 2021, Merck KGaA, Darmstadt, Germany, announced plans to invest significantly more than € 3 billion in innovation and capacities of its Electronics business up until the end of 2025. The company will enable capacity expansion and new technology and materials innovations to capitalize on the growth opportunities driven by megatrends such as AI, Big Data, IoT, 5G, and more. In January 2022, as part of its Level Up program, [the company announced a new \\$ 28 million factory in the greater Phoenix, Arizona area](#), bolstering the company’s ability to capture and grow its gas and chemical delivery systems business in North America.

Tech Talk Schedule CES 2023

EMD Electronics Booth #9217 in the Las Vegas Convention North Hall



Thursday, January 5

12:00 p.m. PST

The Game Changers: Technologies Shaping the Future of the Gaming Experience

What technology innovations are shaping the future of video games, and how will they influence the gaming experience? In this Tech Talk, panelists will explore three important trends impacting the fast-moving world of gaming: neurotechnology and wearables, forced-sensing solutions and high-definition displays. [Neurable](#) and [Peratech](#) will join EMD Electronics to discuss these trends and the possibilities for this exciting field.

2:30 p.m. PST

Digital Optics & the Metaverse: Hardware That Opens the World Up to New Virtual Worlds

Today, users access the metaverse through gaming headsets and smartphones. As innovation of VR, XR and AR create new possibilities for the metaverse for those not only deep in the discipline, but also for the average consumer's everyday life – the usability, comfort, and seamlessness of the hardware and the technology will be key to mass adoption. In this Tech Talk, panelists from [Metalenz](#) and EMD Electronics will discuss the material and device innovations – to create lighter, slimmer devices, improved optical experiences, increased computing power, and improved energy efficiency – all of which are making this future a reality for the masses.

Friday, January 6

12:00 p.m. PST

Data Collaboration Done Right: Key Lessons from Across Industries

What do the semiconductor and aviation industries have in common? The complexity of their supply chains and of their manufacturing processes. As semiconductors power innovation in the electronics industry, the industry needs smart and scalable data & analytical capabilities that create a data ecosystem to help focus time and resources where it matters most is key. In this Tech Talk, panelists from [Palantir](#), [Athinia](#), [Micron](#) and EMD Digital will join a discussion about the power of data collaboration – and what insights can be applied across industries.

2:30 p.m. PST

The future of AI: Next generation technologies for advanced computing

Rising technologies like autonomous driving or natural language processing rely on the usage of big data and machine learning – both in need of much more powerful ways of computing to support the explosion of data and the performance and functionality in our electronic devices and data centers. In this Tech Talk, panelists from [MemryX](#), [Celestial AI](#), [M Ventures](#) and EMD Electronics will have a conversation about how AI computing creates more efficient ways to deploy machine learning - bringing man and machine closer than ever before.

Consumer Technology Association Conference Session

Las Vegas Convention North Hall, Room 258

Saturday, January 7

3:00 p.m. PST

The Metaverse is Here to Stay

Member of the Executive Board of Merck KGaA, Darmstadt, Germany, and CEO Electronics, Kai Beckmann, will participate in a panel with other leading industry figures to discuss the potential impact of the metaverse on their businesses and the role that EMD Electronics' materials play in the development of truly immersive augmented and virtual reality hardware.

In addition to the Tech Talks, attendees will have the opportunity to see the eyrise® Dynamic Liquid Crystal Glazing in action and meet with industry experts.

All Merck KGaA, Darmstadt, Germany, press releases are distributed by e-mail at the same time they become available on the EMD Group website. In case you are a resident of the USA or Canada, please go to www.emdgroup.com/subscribe to register online, change your selection or discontinue this service.

About Merck KGaA, Darmstadt, Germany

Merck KGaA, Darmstadt, Germany, a leading science and technology company, operates across life science, healthcare and electronics. More than 60,000 employees work to make a positive difference to millions of people's lives every day by creating more joyful and sustainable ways to live. From providing products and services that accelerate drug development and manufacturing as well as discovering unique ways to treat the most challenging diseases to enabling the intelligence of devices – the company is everywhere. In 2021, Merck KGaA, Darmstadt, Germany, generated sales of € 19.7 billion in 66 countries.

The company holds the global rights to the name and trademark "Merck" internationally. The only exceptions are the United States and Canada, where the business sectors of Merck KGaA, Darmstadt, Germany, operate as MilliporeSigma in life science, EMD Serono in healthcare and EMD Electronics in electronics. Since its founding in 1668, scientific exploration and responsible entrepreneurship have been key to the company's technological and scientific advances. To this day, the founding family remains the majority owner of the publicly listed company.