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Shaping the Future Together: NXP Announces Collaboration with Plug and Play's Open Innovation Platform STARTUP AUTOBAHN

NXP joins Plug and Play's Open Innovation Platform STARTUP AUTOBAHN to connect with startups from all over the world and to drive technologies of the future.

What's new: NXP® Semiconductors announced its collaboration with [Plug and Play](#)'s flagship Open Innovation Platform [STARTUP AUTOBAHN](#) at their EXPO 2022. The Open Innovation Platform scouts for startups from all over the world with the aim to validate technologies in proof-of-concepts (PoCs) and pilot projects. The primary goal of the platform is to grow and nurture these pilots and transfer them into a production-ready implementation, partner with startups or find investment use cases.

Why it matters: Plug and Play will connect NXP with startups to address industry-wide challenges that require collaboration to find viable and long-lasting solutions. The program addresses the needs of NXP and comprises topics from the fields of the future of mobility, IoT, sustainability and beyond. Their collaborative open innovation approach will allow NXP to build new relationships, improve efficiencies across the value chain, and drive future disruptions in the market place. They will also act as an important channel for cultural mindset change, as their approach will usually directly involve business leaders, product leaders, and many other employees from across the whole organization.

"One company can only do so much working in isolation," said Lars Reger, Executive Vice President and Chief Technology Officer at NXP Semiconductors. "There are enormous possibilities that are not yet fully exploited today. Joining STARTUP AUTOBAHN, powered by Plug and Play, NXP helps drive technologies of the future. By working collaboratively, we can expand our innovation horizon to create a world that anticipates and automates. For startups, agility is key and bringing them to market faster to boost their solutions and innovative concepts."

"We are very proud to announce NXP Semiconductors as a new partner joining our open innovation platform," said Saeed Amidi, Founder and CEO, Plug and Play. "Considering the ever-growing role that semiconductors play across several industries and sectors, our joint goal for this strategic partnership is to further boost innovation at NXP with significant startup-corporate collaborations and enhance our global innovation ecosystem."

More details: STARTUP AUTOBAHN powered by Plug and Play focuses on identifying startups that can provide the most innovative solutions to technical challenges. The team runs more than 60 accelerator

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programs every year in more than 18 industry-themed programs, in the fields of future of mobility, IoT, production, enterprise, sustainability and beyond. They match corporate partners, such as NXP, with relevant startups for business development, strategic partnerships, investment, and mergers and acquisitions. The basis of each program is the collaboration between the two entities, which hold an equal footing from the beginning of the partnership.

STARTUP AUTOBAHN EXPO 2022 is an invitation-only event that brings together entrepreneurs, investors, experts, and decision-makers to Stuttgart to exchange relevant future topics and experience what can result from successful open collaboration.

About NXP Semiconductors

NXP Semiconductors N.V. (NASDAQ: NXPI) enables a smarter, safer and more sustainable world through innovation. As a world leader in secure connectivity solutions for embedded applications, NXP is pushing boundaries in the automotive, industrial & IoT, mobile, and communication infrastructure markets. Built on more than 60 years of combined experience and expertise, the company has approximately 31,000 employees in more than 30 countries and posted revenue of \$11.06 billion in 2021. Find out more at www.nxp.com.

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