

TECHNICAL PRESS INSIDER

30th April 2007

The newsletter for editors from *fishermarketing*

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Welcome to the latest issue of the *Technical Press Insider*, the electronic newsletter for editors in the technical media. *Technical Press Insider* contains summaries of some of the most important stories we've released this month, plus a few what's-on items you might find useful. And remember, you can get copies of all the press releases that we have issued on behalf of our clients from the press office on our website at www.fishermarketing.co.uk

If you think the content would be of interest to a friend or colleague please feel free to forward it, asking them to send their email address to join-tpi@fishermarketing.co.uk so they can receive future issues direct. To be removed from the circulation list, send an email to leave-tpi@fishermarketing.co.uk or to change the email address it's sent to, hit reply and let us know.

The next First Friday Club for Editors is on May 4th, so keep an eye on your inbox for the invitation!

Mark Fletcher

Next Issue: 31st May 2007

Thought for the month

Digital response



Being a complete and utter gadget geek, I have just got myself a shiny new Nokia N95 phone. When explaining its "uber gadget" status to friends and family it is easier to list the features it doesn't have, rather than the ones it does. And before you ask, it does make and receive calls.

One of the features, which even I found a little curious, was the bar code reader – especially as Nokia had seen fit to lump it under the 'office' icon. However, after a bit of digging on the Internet, I am a convert. This is a truly wonderful idea which I am sure we are all going to be seeing a lot more of in the future – especially with our collective media hats on.

Basically, the phone is geared up to recognise and decipher QR Codes – two-dimensional bar codes originally conceived in Japan for inventory tracking. But, thanks to the inclusion of readers on many phones in Japan, their use has now evolved to all manner of consumer applications, one of which is the ability to store URLs or text strings.

All the user does is open up the barcode reader application, points the phone camera at the barcode and scans the code, which might be on an advertising hoarding or magazine page. The phone will then recognise the content within the code and offer the user options such as "navigate to this URL" or "save for future use".

For print advertising and copy, this must be one of the potential replacements for printed contact information or bingo card numbers. It will certainly suffice until we get personalised iris recognition (as seen on the film *Minority Report*).

QR Codes - http://en.wikipedia.org/wiki/QR_Code
Make your own - <http://qrcode.kaywa.com/>

A few issues back we discussed Web 2.0 – I subsequently found this video which sums up the evolution of the written word perfectly -
<http://www.youtube.com/watch?v=6gmP4nkoEOE>

Mark

If you would like to comment on this or anything in TPI please drop us a line on mark@fishermarketing.co.uk

Publishing Talk

Due to new developments in the electronics industry, Tim Fryer is taking on extended responsibilities at IML. Therefore, IML needs to fill an Associate Editor role on *Panel and System Building*, working under Les Hunt, who, in turn, is going into a Group Editorial role on DPA and PSB. The new person would work under Les and benefit from his guidance. See below

The IML Group Plc, is looking to recruit an experienced Assistant Editor – looking to make the next step in their career – to cover a multi faceted role involving print, web and email newsletter developments. The role will involve taking sole responsibility for the editorial content of *Panel and System Building* magazine, representing the magazine at press conferences and attendance at relevant exhibitions. Along with this we are currently launching a host of new developments all of which would involve the successful applicant. If you are interested in the position and would like to find out more, contact Andrew Quenault on 01732 359990 or email andrew.quenault@imlgroup.co.uk

As you might expect, the *Technical Press Insider* is the ideal vehicle for gossip, rants, jobs, freelancing opportunities and all manner of publishing activities... oh yes, and news. So, if you have something to say or you want some help, drop us a line and we will see what we can do.

Headline Makers

Contact Fisher Marketing for the full story on any of these items

Fitting all common housing slots, the new magnetic cylinder sensor from a leading sensor manufacturer, offers two freely adjustable switching points in a single device. This 2-in-1 concept offers users many benefits including greater functional reliability with rapid piston movements, two-fold final position detection in miniature cylinders, or the precise detection of differing gripper positions.

Recognising that minimal machine downtime is key to maximising operational metrics like RONA (return on net assets) and ROCE, (return on capital employed) a leading manufacturer of servo-hydraulic and servo-electric drive systems has launched a new Fast Track Repair service designed to give organisations a vital edge in delivering the quickest possible turnaround for essential engineering assets.

A leading motor, drive and gearbox manufacturer has extended the power of its compact and economical Digidrive SK range of variable speed drives – up to 132kW. As an easy to use, modular electronic solution, whatever the required function level, the new Digidrive SK range meets user's needs perfectly.



A leading automation provider can now demonstrate how manufacturers can use standard Ethernet and the Common Industrial Protocol (CIP) networking standards for motion control and other demanding applications. The CIP protocol, the upper-layer protocol for DeviceNet, ControlNet and EtherNet/IP networks, holds the key to solving advanced communication and integration challenges for many applications.

A Search and rescue technology specialist announces two brand new 406 EPIRB models from Martec's world-renowned Kannad range. Named after the Breton messenger god, the new Kannad units are available in the UK in two variants, an Auto version and a Manual+ version.

A leading torque tool manufacturer played a pivotal role in the successful installation of a new natural gas pipeline running from Mozambique to South Africa. Torque Tool (Pty) Ltd, the Southern African representative for the company, was asked to supply a 9,500Nm pneumatic torque wrench – which was also capable of recording the readings – to tighten mainline valve assemblies and valve off-take assemblies along the pipeline.

A leading sensor manufacturer has launched brand new interface modules, which provide an electronic gateway between Hiperface and SSI or Profibus. It will enable customers to take advantage of a full range of Hiperface motor feedback encoders and use them in conventional industrial applications.

High-performance AC drives offer flexible, cost-effective speed control in a variety of variable torque fan and pump applications.

Cont...

For application stories or articles on a wide variety of topics or for any other information, please contact us directly on 01959 564987, or visit our press office at www.fishermarketing.co.uk

Headline Makers Continued

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Box office figures have confirmed that the most recent James Bond film 'Casino Royale' has been one of the most successful in this ever-popular franchise. Although the film steers clear of some of the more traditional gadgets that 'Q' can muster up; it still has a breathtaking array of special effects scenes. One of the biggest, the sinking of a Venetian building, saw two of the country's leading automation providers, work in harmony to ensure smooth and safe operation of a huge rig that had to sink one of three motion bases (the largest weighing 80.000Kg) into the large water tanks at Pinewood Studios just outside London.

The new face of one of the most successful real-time asset management businesses in the world offers a comprehensive range of remote telemetry units (RTUs) for utility companies and organisations with geographically dispersed assets. Depending on the model selected, capabilities include: real time monitoring of varying numbers and types of input; local IEC61131-3 compliant automation, support for a wide range of communications from GSM/GPRS to satellite; standalone battery operation; and intrinsically safe operation in hazardous areas.

The SKS/SKM36 standalone encoder, from a leading sensor manufacturer, is the first member of a new generation of optical encoders within the company's SinCos[®] product range. The most notable feature of this new generation of encoders is the company's unique MiniDisc (MiDi) technology – the subject of three year's of development and €1.9 million investment.

A worldwide provider of high-performance aerospace test equipment has secured a contract to provide Airbus with multi-channel digital servo control system requirements for all of the Airbus ground-based testing facilities until at least 2016. They will be the sole source to Airbus for multi-channel digital servo control systems, providing Airbus with the benefits of a single platform across all of its structural testing facilities in Germany, United Kingdom, France and Spain. Under the agreement, initial system deliveries have commenced and will run until May 2016.

To support applications with the highest power requirements, such as web handling, printing and converting, a leading automation provider has expanded its family of servo drives. With continuous output power of 22 to 150kW, this new high-power servo drive seamlessly integrates with controllers, servo motors and actuators to bring unmatched flexibility to machine design and unprecedented efficiency to the manufacturing floor.

The UK's rail network is one of the oldest in the world. In spite of its age, constant improvement and maintenance programmes ensure that it is more than capable of serving 21st century needs. As part of this ongoing improvement programme, a Whyteleaf specialist consultant has recently helped leading contractor, Balfour Beatty Rail Infrastructure Services (BBRIS) to centralise, modernise and streamline its Renewals Management System.



What's Happening?

North West Manufacturing Exhibition 2007 – Reebok Stadium, Bolton – May 9-10 - 01784 880890

MATERIALS HANDLING LIVE! - BMHF Materials Handling Exbn - Stoneleigh, Coventry - 22 - 23 May - 020 7970 6237

Subcon 2007 - NEC Birmingham - 1 - 3 May 2007 - 020 7970 6743