

# TECHNICAL PRESS INSIDER

31st August 2006

The newsletter for editors from *fishermarketing*

## In this Issue:

*Publishing Talk* **Movements in the Industry**

*Thought for the Month* **Ready rated news**

*Headline Makers* **All the news that fits**

*What's Happening* **Dates for your diary**

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](http://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](mailto: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](mailto:leave-tpi@fishermarketing.co.uk) or to change the email address it's sent to, hit reply and let us know.

Don't forget to pencil in this year's remaining First Fridays in your diary. The next First Friday Club for Editors is on 1<sup>st</sup> September.

**Mark Fletcher**

**Next Issue: 29th September 2006**

## *Publishing Talk*

John Severn has passed the reigns of *IndustrialSafetyTalk* over to Ian Clay, former editor of IP&E.

Joanne Bennett has left Maidstone-based Datateam. Paul Marsh has taken over *Electronics*, Rachael Winter is now looking after *Instrumentation* while Neil Mead is now in the chair for *Factory Equipment*.

Fisher Marketing is also pleased to announce the creation of the Online Press Office – a site developed to give event organisers and exhibitors a showcase for press material. The benefit for you as editors is that you will be able to tailor the content by adjusting your preferences - so you will only see what you want to see. The website is <http://www.onlinepressoffice.co.uk>. You should have received an official invite with a login code, if this is not the case please drop us an e-mail to [info@onlinepressoffice.co.uk](mailto:info@onlinepressoffice.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.

## *Thought for the month*

### Ready Rated News



One of the things we are not short of these days is news sources. The Internet offers a glut of the written word covering every subject under the sun... and a few others. As an editor though, you still have to make the decision as to what is good news and what is not. Often a news story can appear good on the outside only to contain a carefully planted diatribe about a company's operating profit or the MD's latest golf handicap, so an element of objectivity has to accompany any reading exercises.

Over the last year or so, we have grown fond of peer-reviewed news sites. These offer two interesting differences. First, as the name suggests, other readers vote them for the stories, so the really "juicy" news is always at the top. Second, they often contain the really interesting stuff that someone has stumbled

upon and decided to share with the world; news that would otherwise be buried on some niche esoteric news portal or website.

There are a number of these sites around but the top two (as rated by number of visitors) are [www.digg.com](http://www.digg.com) and [www.reddit.com](http://www.reddit.com). Both offer essentially the same thing, they just look different. You might like to give them a quick peruse. Even if they don't provide something that will grace your front cover in weeks to come, they are a really interesting distraction while you eat your lunch.

Mark

***If you would like to comment on this or anything in TPI please drop us a line on [mark@fishermarketing.co.uk](mailto:mark@fishermarketing.co.uk)***

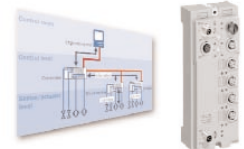
## Headline Makers

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

A controller specifically developed to “mistake proof” process activities is set to have a massive impact on general industry – especially after the glowing feedback it has already received from early adopters in the automotive industry. The SmartBox is a complete hardware and software solution that can cater for the varying needs of many different process activities.

The protection of industrial systems against sudden power failure or supply voltage transients was revolutionised last year when a leading automation company launched the 1609-U – the only uninterruptible power supplies (UPS) specifically designed for industrial applications. Building on this success, they have now unveiled the latest enhancement to its range, the 1609-P UPS.

Last year a leading sensor manufacturer was the first company to offer a fieldbus-enabled standard sensor – the WT18-33 photoelectric proximity switch. One year later it is fair to say that the technology used by the sensor and for the communication protocol – IO Link – is firmly established and ready for wider implementation.



The new Digidrive SK range takes all the functional and user-friendly concepts offered by the company’s highly successful SE range, enhances them and expands them. In doing so, it creates a new benchmark in this highly competitive sector.

Ensuring long-term reliability in hostile environments is not the only challenge facing machine safety systems: Providing a high-degree of resistance to tampering helps prevent the unauthorised overriding of safety interlocks and is also an important aspect of maintaining system integrity. The latest safety interlock switch from a leading machine safety specialist is designed with both security and longevity in mind.

A leading torque tool manufacturer has released a two-disc multimedia presentation illustrating virtually every aspect of its activities. Divided into product families for easy navigation, the first disc presents the company’s entire product range, enriched with plenty of practical hints and tips that will be of interest to existing users as well as prospective purchasers. The second disc takes a fascinating look at the company’s headquarters - one of the most advanced manufacturing facilities of its kind in the world.

A new electronic line shaft solution using standard AC drives from a leading automation company helps reduce press downtime allowing the printing industry to maximise automation investments.

Japan’s largest manufacturer of AC and stepper motors, introduces the new CRK series of 5-phase microstepping motor and driver packages. The new series combines a high-performance 5-phase stepping motor with a compact, low-vibration microstepping driver. Of particular interest to end-users is the unit’s smooth drive function, which significantly reduces speed fluctuations, vibration and audible noise during operation.

For almost 30 years now, a leading supplier of broadcast hardware and systems has been equipping venues of the most varied kinds all over the world with large-screen video walls from the Diamond Vision series. The Ratingen-based company is now equipping the multifunction arena “O2 world”, which will be under construction this summer in Berlin, with modern LED video walls. The 60,000 m<sup>2</sup> arena close to the Ostbahnhof in the Berlin district of Friedrichshain-Kreuzberg will accommodate up to 17,000 visitors, have 59 business, four event and two conference lounges and will be one of the most modern arenas in the world. Construction of the new venue for sports, music and entertainment events will be completed in the summer of 2008. The project is being planned and realized by the Anschutz Entertainment Group in cooperation with O2 Germany.

The new SEK52 capacitive encoder from a leading sensor manufacturer is set to have a profound impact within all industries and applications that employ brushless servo technology. Not only does it offer 16 times the resolution of a standard resolver, but it does so at a competitive price.

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](http://www.fishermarketing.co.uk)

## *Headline Makers Continued*

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A Redhill-based search and rescue technology specialist announces that it has reached an agreement to supply products and services to SELEX Communications Ltd. The agreement will cover the supply and servicing of their GME range of emergency equipment throughout the 18 SELEX Communications depots across the UK. The company is also helping SELEX Communications to attain GME service agent status allowing it to not only supply the hardware but also service it at local depots.

Maintaining the integrity of safety systems in hostile industrial environments is particularly challenging, especially where components such as safety interlock switches must tolerate mechanical wear as well as environmental threats. Machine guard doors are just one example of where safety interlocks must provide long-term reliability irrespective of environmental conditions or misalignment due to wear in related components like hinges and door covers. To meet these challenges, the MA16 Series Safety Interlock Switch has been introduced.



### *What's Happening?*

Instrumentation Scotland & Offshore Systems – Aberdeen Exhibition Centre, September 6-7 – 01822 614 671

MTI Live International Show - Used Machine Tools & Equipment – Stoneleigh, Coventry, September 13-14 – 01474 855505

East Midlands Manufacturing 2006 – Donington Exhibition Centre, Derby, September 20-21 – 01784 880890

The PPMA Show: The complete production line event – NEC Birmingham, September 26-28 – 020 8910 7833

North Manufacturing 2006 – Hallam Arena, Sheffield, October 4-5 – 01784 880890

Manufacturing Technology Ireland 2006 – National Show Centre, Dublin, November 8-9 – 01784 880890