

TECHNICAL PRESS INSIDER

28th February 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 March 2nd, where we have ABB Power, SICK (UK) Ltd, Pilz Automation & The Energy Event.

Mark Fletcher

Next Issue: 30th March 2007

Thought for the month

Your font speaks volumes



With the ubiquitous nature of e-mail you would think that people would pay great care and attention to how their message was delivered – but if some of the messages I get are anything to go by then this is obviously not the case.

However adept you are at manipulating the stationery within Outlook, it turns out that the font you use also plays a big part in the perception of your message. Granted, you may have already shot your self in the foot with your bright yellow background and red flashing text, but if, like me, you are a black-text-on-a-white-background kind of person then your font could play a crucial role. We all know that serif fonts are easier on the eye in the print domain; but according to a recent study, sans serif wins when it comes to e-mail.

The study, conducted by the psychology department of Wichita State University in the US, discovered that the typeface used in e-mail is a real mood setter, with different fonts throwing up all manner of different perceptions. In

the study, participants were shown a neutral e-mail with a number of adjective pairs in a number of different fonts and were then asked to score the e-mail on their perceptions of the sender – perceptions that included professionalism, seniority, gender and age. The winner was Calibri, with the old favourites Arial and Times down in sixth and seventh respectively.

The one thing we have to consider with this research is that it was funded by a grant from the Advanced Reading Technology team at Microsoft, and that Calibri just happens to be the new default e-mail font in Windows Vista. Putting aside my normal cynical nature, I can see that this makes sense, but what is interesting is the serif/sans serif divide between print and on-screen media. What is it that triggers us to prefer plain and simple on our screens? Looking at it practically, it is also a nice font and much better than 84 point green Comic Sans overlaid on a picture of your cat.

If you want to dig deeper – here are the results:
<http://psychology.wichita.edu/surl/usabilitynews/91/POF.html>

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

For those who might want a break from the high pressure world of magazine publishing and feel they might have a 'bent' for PR, Fisher Marketing would be pleased to hear from them. Due to continued success and a number of recent high-profile client wins, Fisher is looking for a new account manager to manage a number of key accounts. We always welcome recommendations from the press and will deal with all approaches discretely. If anyone has any ideas or suggestions, please contact Mark Fletcher on 01959 564987 or mark@fishermarketing.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

A leading sensor manufacturer announces the IVC-3D 30, a new precision-application version of what is still the World's only 3D smart camera. Specifically designed to measure, locate, inspect and identify small and miniature parts or defects, the IVC-3D 30 is a powerful addition to the company's industry-leading range of three-dimensional imaging technology.

Described as the ultimate in drive technology for stationary hydraulics applications, the new RKP-II second-generation radial piston pump provides OEMs and end users with a number of important benefits. Of particular interest are those related to noise, durability, efficiency and service life.

By combining 20 years of experience with a fresh new approach to telemetry management, the new face of one of the most successful real-time asset management businesses in the world, is set to revolutionise the way industry uses telemetry data to optimise ongoing operations. Immediate benefits include improved process efficiency, easier compliance with ever tightening regulations and increased preservation of precious resources.



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 is pleased to introduce the new GME Accusat MT410 and MT410G, 406MHz personal location beacons. The smallest, lightest PLBs in the world, these powerful little devices are going to improve the survival chances of professionals and adventurers at sea, in the air, on mountains, rivers or lakes. In fact, wherever they might go.

A top industrial automation provider has its range of AC drives with the addition of a highly flexible and cost-effective drive that addresses the requirements for closed-loop control and Category III Safe-off functionality to EN 954-1, in a compact design.

However they did it, by car or sledge, visitors got to Thorpe Park on the 7th and 8th February in great numbers, ensuring that the shows remain the South's biggest engineering and electronics events and were a great success for all concerned. All the exhibitors were pleased with the number of visitors and the quality of the enquiries they got, but the Machinery section of the show had some particularly spectacular results. All the companies canvassed during and after the show had taken an order on the stand or were expecting to have one or two major sales confirmed in the very near future.

With a 10-fold improvement in accuracy compared to other systems, the new OD Max displacement sensor from a leading sensor manufacturer is ideal for applications where distance measurement is required with an accuracy in microns rather than in millimetres – precision, high-end solutions and applications such as quality assurance or surface inspections.

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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As the first offshore gas field where all the production stations lie on the sea bed, the newly opened Langede pipeline, bringing gas to the UK from the Norwegian Ormen Lange gas field in the North Sea, was a massive engineering challenge. The fasteners that secure the sections of pipe together had to be tightened to a precise torque setting using a calibrated instrument. Remotely operated vehicles provide the only practical means of carrying out the required torquing operations. The challenge was to find a tool capable of generating a large torque to the required degree of accuracy, but which was also capable of being carried by an ROV. The solution, developed by a leading torque tool manufacturer and its Norwegian distributor, was a specially built version of the HT14 torque multiplier, manufactured from aluminium rather than steel.

By combining an advanced servo controller with high-performance axis-control software, the M3000 offers users the capability to completely revolutionise their control systems. Designed to address the advanced needs of high-performance digital control for hydraulic and electrical products, realistic and tangible benefits include higher machine productivity, better part quality, higher efficiency, lower cycle times and lower installation cost.

Simplicity never goes out of fashion. Yet, modern industrial applications need modern solutions. The drawing together of these two concepts a leading motor, drive and gearbox manufacturer to introduce its Varmeca motor with integral variable-speed drive in 2000. Since its launch, Varmeca sales have seen a staggering 15-fold increase as more and more engineers realise the benefits of replacing outdated mechanical speed controls with a modern, yet very easy to use, electronic solution.

New modular Powerdrive is compact, robust and efficient. When designing the new Powerdrive variable speed drives, the engineers at a leading motor, drive and gearbox manufacturer wanted keep components and wiring to a minimum, make them easy to install and commission, be reliable and offer simple maintenance. They have succeeded beyond their greatest expectations.

Rope pull E-Stop switches are often used to protect workers along exposed conveyors or around awkwardly shaped machinery. But effective implementation can sometimes prove problematic: Achieving the right balance between effectiveness and minimal nuisance tripping often requires the use of many different types of switches, increasing inventory and complexity. But thanks to the new ER Series rope pull emergency stop switches from a leading machine safety specialist which can provide emergency stop signalling over spans from 40 to 200m, users can now reduce the number of different switch types required without compromising performance.

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.



What's Happening?

Midlands Manufacturing Exhibition 2007 – Ricoh Arena, Coventry - April 18-19 - 01784 880890

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