

# TECHNICAL PRESS INSIDER

31st January 2007

The newsletter for editors from

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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](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.

**Mark Fletcher**

**Next Issue: 28th February 2007**

## Thought for the month

### News delivery 2.0

Everything in the world is going digital and it won't be long before Alphabetti Spaghetti will soon only be available with ones and noughts.

We already have Web 2.0 – the new way of hosting images or content management. Where you used to 'Ofoto' you now 'Flickr' or if you used to 'publish' you now 'participate'. Progress is good, but if you are just trying to find the names of the four members of the "Banana Splits" for your pub quiz – good old web 1.0 will do just as well.

So it is not surprising that we now have 'Press Release 2.0' or the 'Social Media Press Release'. In a nutshell, the editor has to do all the hard work rather than the PR practitioners. We just provide the facts and figures, its up to you to turn it into a news piece. (Quite an attractive idea we think!)

You may remember a few issues ago, we talked about DIGG and Reddit, two social news sites, both of which started in a garage and are now worth more than the GDP of Armenia. Although they do not create their own content, the number of blogs and ranting sites they refer to is truly astronomical and it is the blogs and primary online news sites that will make use of 2.0 media delivery (if they are 2.0 themselves).

If any of you are totally confused and would like to see an example of what we are talking about, please email [john@fishermarketing.co.uk](mailto:john@fishermarketing.co.uk). We

don't expect this concept to be something you will see any time soon, however. We are still waiting for Magazine 2.0 with reader 2.0. And, by the time we all agree on the format for that, the rest of the world will be on 2.0.1(beta).

**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)**

## Get all the Southern Manufacturing & Electronics news delivered straight to your desktop

The Southern Manufacturing and Electronics Show is offering exhibitors free access to our Online Press Office facility which allows them to post press releases, product information and images directly into a secure online area, viewable only by bone-fide editors and journalists.

Over 55 companies posted press releases or information packs for Manufacturing Technology Ireland, making it an extremely useful resource for editors to keep up with all the latest news from exhibitors. RSS feeds for each event mean you can be notified instantly when new information is posted. Access to the Online Press Office is free for qualifying editors. Visit <http://www.onlinepressoffice.co.uk> for more information, or email [info@onlinepressoffice.co.uk](mailto:info@onlinepressoffice.co.uk)

## Publishing Talk

DFA Media, publisher of *Hydraulics & Pneumatics* and *Drives & Controls*, has acquired *Plant & Works Engineering*. The whole of the P&WE team will move to DFA Media's base in Tonbridge, Kent.

*Food Manufacture* is seeking a news editor to assist the editor in taking the magazine on to even greater heights of editorial excellence. The successful candidate will need a hard news nose and be able both to break stories while possessing the ability to motivate and guide other members of the small editorial team. While useful, previous knowledge of the food supply chain is not required as the candidate's journalistic experience will be more important. In addition to generating copy and managing news generation for the magazine, the news editor will oversee and write exclusive news 'e-alerts' for the magazine's web site [www.foodmanufacture.co.uk](http://www.foodmanufacture.co.uk). The news editor will also provide news input and support for *Food Manufacture*'s sister magazine Food Ingredients, Health & Nutrition.

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](mailto: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.

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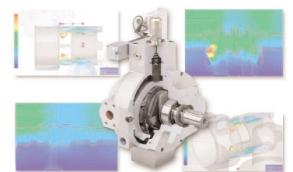
## Headline Makers

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

A leading sensor manufacturer introduces a field mountable controller for standalone and networked applications. The units are perfect for discrete machines or part of a multiple zone process line that requires complex function block logic. One huge bonus is that the configuration software is FREE.

One of the most important dates relating to the WEEE Directive is fast approaching. By March 15<sup>th</sup> next year companies that sell or manufacture electrical and electronic equipment within the UK or import it for sale within the UK must register with a compliance scheme. Thanks to its experience in the Republic of Ireland – where the WEEE Directive has already been implemented – and its involvement in the recent Packaging Regulations scheme, one of the UK's leading recycling led waste management companies is able to offer UK companies the services of its Recycle 1<sup>st</sup> compliance scheme – a one-stop shop for the new legislation and general recycling issues.

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.



Optical sensors are vital in ensuring product quality in automated production lines. But in many systems, ensuring the accurate recognition of objects is a real challenge – especially where the target object is close to a surface that must be ignored, such as a conveyor. A new photoelectric sensor from a leading automation supplier, equipped with adjustable background and foreground suppression, provides an effective solution to this common problem.

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.

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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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.

A recent industry survey carried out by a leading torque tool manufacturer has revealed a shocking lack of awareness of the importance of properly maintaining torque-controlled tools such as wrenches and screwdrivers – with a staggering 24% of respondents to the survey admitting that they never calibrated their torque tools.

In 1999, Japan's largest manufacturer of AC and stepper motors, established a lead-free programme, with the first lead-free five-phase stepping motors being delivered at the end of 2001. Following this initial programme, the company is now abandoning lead in the production of all current standard motors.

A leading sensor manufacturer has launched a new encoder that, when coupled to special evaluation electronics, can offer 30-bit resolution. This level of accuracy will be of huge interest to those working with and designing systems and machinery that demand high levels of accuracy and repeatability, such as positioning on pan and tilt assemblies and highly accurate azimuth and altitude positioning for Telescopes.

When lift systems come to the end of their operational life, refurbishment rather than complete replacement can often be the best option for future life expectancy. Reduced disruption, building and associated works, shorter programme times and the retention of useful existing equipment can all make it the preferred solution. The decision to replace or refurbish the drive system, however, depends on the age, condition and serviceability of existing equipment and generally, if it can be, will be replaced to ensure long term spares availability, higher efficiency, reduced power consumption and noise output.

Thanks to significant investment, Redhill-based search and rescue technology specialist is now able to complement its comprehensive battery manufacturing and service capabilities with a new environmental testing suite. This new facility allows it to offer a variety of battery testing regimes including those leading to the certification of Lithium batteries – in line with recent legislation.



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 signaling 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?

Southern Manufacturing & Electronics Exhibition 2007 – Thorpe Park, Surrey, February 7-8 - 01784 880890  
**\*Show announcements & press releases from exhibitors at this show are available online at <http://www.onlinepressoffice.co.uk>**

HazardEx 2007 – National Motorcycle Museum – February 21-22 – 01732 359990

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