

TECHNICAL PRESS INSIDER

30th July 2009

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 First Friday Club for Editors is in it's summer recess but will be back with a bang in September, there is still space to present at that meeting and companies interested in using this unique forum to gain access to editors from the industrial and engineering trade publication sector should contact Fisher marketing for further information without delay.

John Fisher

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Thought for the month



You read it somewhere..

There is no doubt that the internet provides great resources for us all to use; many of them free. As an engineer, I am embarrassed to say that I have only just discovered the web site of the Massachusetts Institute of Technology. What a fantastic resource it is, with MITOPEN-COURSEWARE providing the course materials used in the teaching of virtually all of MIT's courses available on the Web, free of charge.

I now have a link to information about some of the fantastic developments that are taking place and will affect our lives in the next few years. Thank you MIT for your forward looking and open approach.

A good friend who is much into "new media" predicted several years ago that it would lead

to plenty of work for writers as it enabled much more to be published than previously and that is proving to be the case. As a keen photographer I am particularly impressed with magazines such as DSLR User that combine an excellent magazine available on news stands or by subscription with a very good web site and a user group that links with camera clubs throughout the Country - a role model for the combination of traditional and new media if ever there was one.

In the midst of all this though, you might be amused to know that I found myself in a coffee lounge the other morning at 9.00am (typical day for a PR person, some will say). In the corner was a beautiful, large flat screen TV with Sky news playing. There were six or seven people in the lounge and every single one of them had their head in a newspaper.

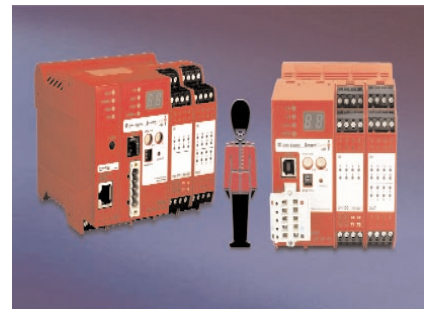
John

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

Headline Makers

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

A leading Automation supplier announces the SmartGuard 600 controller, a programmable safety controller designed for safety applications that require some complex logic, allowing for more advanced safety functionality. The first release of this powerful compact safety controller offers DeviceNet connection supporting both standard and CIP Safety communication. The newly released version now offers an EtherNet/IP port for standard data communication to an EtherNet/IP based architecture.



A leading data protection expert has introduced a new way of working with its reseller partners to help them to compete against the national chains pile 'em high and flog 'em low approach. The changes come on the back of the success of this year's ChannelExpo, at which the company researched the needs of over three hundred resellers and identified that a changing market needs a flexible, adaptable approach.

At Drinktec 2009 in Munich, Germany, a leading Automation supplier will feature its latest automation and information solutions designed specifically to help beverage companies confront industry challenges and improve their manufacturing operations. As retailers and consumers embrace sustainability, manufacturers feel the pressure with increased demands placed on their ability to respond. With sustainable manufacturing becoming more and more important to beverage producers, the need is high for solutions that help maximize asset utilization while reducing waste and rework.

A British Controls company recently completed a challenging and high profile project that required great expertise in electric actuation as well as the highest level of project management to design and create a control architecture for the actuated elements of a moving roof on the Centre Court at Wimbledon. This motion control challenge required world-class products to work securely, quietly, speedily, safely and accurately and that the project was on-time for the 2009 Championships where it would be under the scrutiny of the entire viewing world.

A PAT specialist has responded to the growing number of electricians setting up independently as the current climate shrinks workforces. The MicroPAT'n'Go is a handy toolkit that literally contains all the equipment a portable appliance tester should need. The Kit comes with the efficient and reliable yet easy to use testing equipment for which it's maker is renowned.

Banbury based manufacturer named 'Best UK Family Business, £5-25m turnover category' Employing 200 people in Banbury, with a further 90 staff within its sales companies in North America, Australia, New Zealand, Singapore and China the Torque Tool Supplying company's philosophy is about providing customers with high quality value for money products and services whilst being committed to the principals of environmental sustainability.

A top automation supplier has launched non-contact interlock switches, which incorporate several magnetically sensitive elements, which must be triggered in a particular sequence to operate correctly. With the increasing speed and complexity of applications and the requirements to safeguard machinery, simple magnetic interlock switches may be insufficient to interlock guard doors. The magnetically coded feature present in the new product reduces the possibility of operator bypass, increasing the integrity of the system.

A Tewkesbury company has announced that it has acquired the remaining 60% ownership of the wind energy business of Lti REEnergy GmbH in Unna, Germany and Shanghai, China. The consideration was €12 million in cash paid and the issuance of a €9.5 million note payable in February 2010. The company produces electric servo controllers and complete drive systems that position rotor blades on wind turbines. Sales for the past twelve months were €95 million.

A top Automation supplier has added process device configuration using Field Device Tool (FDT) technology to its FactoryTalk AssetCentre asset management software, further helping manufacturers in process industries centrally manage and maintain their production environments.

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

Publishing Talk

New Editor for FAST Magazine

In last month's news we pointed out that Paul Gay is now editing FAST magazine.

What we failed to point out is that Paul is doing this alongside editing HazardEx. He has been editor of HazardEx the journal for hazardous area environments since 2003. He also looks after the overseas edition, Hazardous Area International, which circulates throughout Europe and the Middle East. An electronic version of the title, providing up to the minute news of the hazardous area industries, can be found at www.hazardexonthenet.net.

The role of editor also involves managing the content of a two day conference which forms the centrepiece of the annual HazardEx event and debates matters concerning the safe operation of process plant and manufacturing systems in hazardous areas. The next event will be held at the Majestic Hotel, Harrogate on February 24 and 25, 2010. Paul is always on the lookout for interesting case studies where user companies have successfully dealt with the risks and potential dangers found in hazardous areas. Such information could form the basis of a paper at the HazardEx event and potential speakers could e-mail their ideas to the editor: paul.gay@imlgroup.co.uk

All this makes him a busy boy at the moment but he seems to be enjoying it. Sadly it means that those of you who have applied for the post of editor of HazardEx will have to wait a little longer though.

We are sorry for the oversight.

DFA Media to publish the Institute of Diagnostic Engineers journal - Diagnostic Engineering

The Institution of Diagnostic Engineers (IDE) has formally appointed DFA Media Ltd, publisher of Plant and Works Engineering magazine, as its Official Media Partner and will subsequently be publishing the Institute's journal - Diagnostic Engineering. The IDEs journal Diagnostic Engineering is currently published bi-monthly.

In addition to editing Plant and Works Engineering, Aaron Blutstein will also take over the reins of Diagnostic Engineering.

The Institute's journal will be sent out with the regular monthly edition of Plant and Works Engineering magazine offering both members and non members the benefit of increased access to an extensive range of information sources.

New sales appointments at Plant and Works Engineering

DFA Media, publisher of Plant and Works Engineering magazine and Diagnostic Engineering - the Institution of Diagnostic Engineers journal, has appointed Roberto Tondina as Advertisement Manager of both publications. He will be joined by the newly appointed display sales executive Sarah Galbraith.

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.



What's Happening?

19 Aug - Free workshop: construction, utilities & aggregates synergy, Aberdeen Exhibition & Conference Centre

1-4 Sept - Go. Automation Technology, Basle, Switzerland.

7-10 Sept - SECC Glasgow European Congress on Advanced Materials and Processes (EUROMAT)

8-11 Sept - DSEi, - Fully integrated defence and security exhibition, London's ExCeL..

14-19 Sept - Drinktec, New Munich Trade Fair Centre, Munich, Germany.

24-26 Sept - 2nd International Conference on Advanced Design and Manufacture (ADM2009), Harbin, China.

14-15 Oct - Product safety & liability prevention seminar for manufacturers, Una Hotel Scandinavia, Milan Italy,

20-21 Oct - TCT Live: Software & Technology for Product Design & Manufacturing, The IEC Ricoh Arena, Coventry, UK.