

TECHNICAL PRESS INSIDER

29th June 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

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 July 7th, where we have ABB and Rockwell Automation presenting, so keep an eye on your inbox for the invitation!

Mark Fletcher

Next Issue: 31st July 2007

Publishing Talk

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?

HazardEx in the Region - Dartford - Dartford Hilton - Jul 3 - 01732 359990

HazardEx in the Region - Cork, Ireland - Maryborough Hotel - Sept 18 - 01732 359990

HazardEx in the Region - Germany, Hanover - Mecure Atrium - Sept 26 - 01732 359990

Northern Manufacturing Exhibition 2007 - Hallam FM Arena, Sheffield - Oct 2-3 - 01784 880890

Manufacturing Technology, Ireland 2007 - National Show Centre, Nr Dublin Airport - Nov 7-8 - 01784 880890

Thought for the month

Variety is the spice of...news



During one of our lunchtime forays on the World Wide Web we came across an interesting article that discussed the evolution of the media in the USA. One of the unsettling facts – and indeed the main focal point for the copy – was the inexorable decline in the number of controlling interests.

In 1983, 50 corporations controlled the vast majority all US newspapers, magazines, TV and radio stations, books, records, movies, videos, wire services and photo agencies. In 1992 it fell to fewer than 12 companies; and in the same year, the author, Ben Bagdikian, made the prediction that this number would fall to half a dozen. Initially treated with scepticism, the figure is now just five. Even with new media folded into the mix, the number doesn't really change due to further mergers and the fact that more than a quarter of US Internet users log in with AOL Time-Warner, the world's largest media corporation.

The runners and riders, in case you are interested, are, in order: Warner, Disney, News Corporation, Bertelsmann of Germany and Viacom. We are talking about the vast majority here, as NBC is no small fry – but it still only comes in at sixth.

So, how does this affect us on this side of the pond? One quick glance at Sky News will give you an immediate idea of where Mr Murdoch wants to take his news delivery concept. Switch between Sky and Fox and you will be hard pressed to tell the difference – large on-screen graphics, rolling news banners and just about everything shown as breaking news. All we are missing are the perfectly rigid hairstyles and brilliant white teeth; instead we get Eamonn Holmes.

Love it or hate it, US media has provided some extraordinarily interesting concepts over the years, many of which have settled into the psyche of the average person in the UK. Let's hope that we don't see other channels facing the same makeover/takeover fate.

As well as the aesthetics of the way the news is delivered, another concern is competition. A variety of news sources means a variety of angles and interpretations. It would be a shame to have all the news delivered by the same agency, in the same way and with the same message. At least we have the BBC with its renowned impartiality although it has just berated itself for not being impartial enough. Worryingly, we did notice a scrolling banner on Breakfast News this morning, but at least Paris Hilton's release from jail was not classed as breaking news.

Mark

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

Headline Makers

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

A reduction in average batch sizes and the requirement to document production processes – particularly for pharmaceutical products – has led an increasing number of machine manufacturers to implement automatic size change systems on their machines. This type of implementation typically involves the replacement of manually operated hand wheels with automated drive systems. Unfortunately, for many years, the high costs associated with traditional drive systems, such as servo drives, have provided a barrier to many machine builders. This all changed in 2004 with the introduction of a Hiperdrive automatic size change system, a fully integrated drive system, cost optimised for automatic size change from a leading sensor manufacturer.



Following a machine breakdown, packaging company Coppice Alupack had to react quickly otherwise it was faced with the possibility of six-weeks downtime, and the potential of causing difficulties in a tight supply chain with a major account... that was until a leading manufacturer of servo-hydraulic and servo-electric drive systems stepped in and helped fix the problem in five days. The machine in question is used to mould and shape Ovenable Board, a food packaging medium that can withstand heat of 220°C for a whole hour.

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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A global provider of power, control and information solutions, and a global provider of networking solutions for the Internet, have announced that they are working together to help manufacturers achieve the visibility, flexibility and collaboration necessary in today's global manufacturing environment, through optimised network integration across the factory floor and throughout the enterprise, using standard Ethernet technology.

With SOLAS amendments dictating that EPIRBS have to undergo shore-based maintenance at least every five years, the onus is on service companies and organisations to ensure that they have the correct equipment to undertake these service regimes. With around 30% of false alarms being triggered while testing EPIRBS, the main issue created by this directive and, indeed, EPIRB testing in general, is how to test units without triggering a full mobilisation of the emergency services? Guidelines suggest that a screened room or enclosure should be provided. With this in mind, a search and rescue technology specialist offers service organisations both screened bags and boxes for this very purpose.

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.

With effect from 1st May 2007, a supplier of predictive maintenance systems will supply its continuous thermal monitoring system with Lifetime Calibration and a Lifetime Warranty. The supplier has identified the reliability of the system as a key factor if it is to be entrusted to monitor mission-critical equipment, where failure could result in high downtime costs. The lifetime calibration and warranty will therefore be of particular interest to organisations such as data centres, continuous process or large-scale manufacturing.

Having helped a major water company to reduce leakage and top OFWAT's water leakage table, the new face of one of the most successful real-time asset management businesses in the world has launched the next generation of its District Metering System (DMS), an end-to-end leakage reporting solution that allows better management of a water distribution network.

Hidden in Snowdonia is one of the great engineering achievements of the 20th Century. Sounding like something straight out of the 'Lord of the Rings', the manmade caverns of the mountain of Elidir, only a few miles from Snowdon, contain a hydroelectric power station capable of generating sufficient power to supply the electricity needs of the whole of Wales for five hours. Hidden out of sight, the Dinorwig hydroelectric power station, which has a leading sensor manufacturer to thank for a new maintenance crane safety system, is officially referred to as a pump storage scheme – an installation that can be likened to a very large rechargeable battery. During the night, the country's coal-fired and nuclear power stations generate excess electrical power, which Dinorwig uses to pump as much as seven million cubic metres of water from lake Llyn Peris at the foot of the mountain over 600m up to Marchlyn Mawr, the lake at the top of the mountain. In the morning, when we all switch on our electric kettles, creating a demand for additional generating capacity, the water is allowed to flow back from the top lake to the bottom lake through the turbines – generating the electricity required to satisfy the additional demand.

A leading automation supplier has launched a stainless steel version of its cable pull switch, designed for applications where hygiene and/or corrosion resistance are essential requirements. The 316-bodied switcy is ideal for both internal and external use, providing users with emergency stop access along exposed conveyors and around awkward machinery.



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.