

TECHNICAL PRESS INSIDER

30th June 2008

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 4th, where we have SICK (UK) Ltd & Rockwell Automation.

John Fisher

Next Issue: 31st July 2008

Thought for the month

Farewell to Windows XP

From today, Windows XP will no longer be available from major retailers, and mainstream PC manufacturers will stop pre-installing it on new machines. XP's successor, Windows Vista, was launched in January 2007, but had problems and incompatibilities with certain XP applications.

As recently as March this year, Infoworld offered 10 reasons for enterprises to skip Windows Vista and stick with XP – after all Windows 7 ships in 2010. Nevertheless, Microsoft is determined to upgrade users to Vista and this it seems is the only way it can do so. The data processing (DP) profession, the precursor of today's information technology (IT) industry, called this the FUD (fear, uncertainty and doubt) factor.

Those users who want to stick with Windows XP can downgrade Microsoft Vista to Windows XP using an original Windows XP CD-ROM. This leads to the ludicrous situation where some PC makers, including Hewlett Packard and Dell, want to exploit the downgrade option in order to keep on offering PCs with XP pre-installed.

Microsoft should scrap Windows and start over according to the International Herald Tribune (IHT), which argued: "Microsoft Windows has put on a lot of weight over the years. Beginning as a thin veneer for older software code, it has become an obese monolith built on an ancient frame." Spot on IHT, but it isn't as if others haven't tried. Linux is a case in point: superior in many ways, users are reluctant to have to learn a new way of doing things differently from the way Windows has taught them.

If the history of Windows is anything to go by, this obese monolith is set to grow even more obese, because Microsoft has always eagerly exploited Moore's Law (the quadrupling of processor power every three years) to overtake the longer execution time required from new Windows versions.

Boris

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

Publishing Talk

Paul Pearce-Couch is now Editor-in-Chief of *White Digital Media*. Paul was previously Editor of the Mercury Series and the Advertiser Series (Suffolk) and replaces **James Hurley**, who left his Editorial Director role earlier this year.

WiredIN has been renamed **WireIN**

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

Responding to the needs of the aviation manufacturing industry, a leading manufacturer of servo-hydraulic and servo-electric drive systems has developed a new version of its second generation radial piston pump, customised for use with aggressive phosphate ester hydraulic fluids, such as Skydrol and Hyjet. The specialist pump is available in 19, 32 and 80cm/rev variants, in single or tandem pump arrangement, with a maximum operating pressure of up to 350bar, and provides the option of either pressure compensator control or load sensing control.

With the Veritest all-in-one testers, a single contractor can now perform the complete suite of the 17th Edition of the IEE Wiring Regulations, thereby boosting productivity. The VR2230 is the ideal Part P multifunction tester, allowing continuity testing; insulation resistance tests at voltages of 250V, 500V and 1000V; RCD testing; earth loop impedance, phase loop impedance, earth resistance and phase rotation tests. This unit is smaller and more compact than other testers on the market, which makes it very comfortable to use in confined areas. The Veritest is supplied complete with test leads, a soft carry case and user guide as standard.



A leading torque tool manufacturer has developed an innovative torque multiplier for the subsea tools market. Designed as an adapter to allow API 17D Class 4 intervention torque tools to generate the torque required to handle Class 7 applications, the new torque multiplier delivers a higher level of accuracy than alternative solutions, and increased flexibility in use through its added-value features and its ability to be configured in two standard lengths.

A leading automation supplier has an established platform to deliver robust Process Solutions through its Integrated Architecture, FactoryTalk Suite and Plant-Wide Manufacturing Execution Systems (MES) interface,. Now their process capability has been further enhanced by specialist capabilities arising from three acquisitions and a technology partnership.

EPIRBs are now “must have” items on-board most sailing vessels. However, for the unfortunate yacht owner who falls overboard with the boat on autopilot, they are not going to work – especially if sailing solo or with the crew asleep below. A new life jacket available from a Redhill based search and rescue technology specialist, solves the problem.

Whilst the scare-mongering newspaper headlines might have us running scared of low-cost imports from the low-wage economies, a CE Marking specialist believes its work in the likes of China and India will actually benefit many European manufacturers. Consultants from the company have been increasingly busy over the last twelve months in these fast-industrialising countries, assessing companies’ CE Marking procedures and offering training in setting up procedures for compliance with local legislation.

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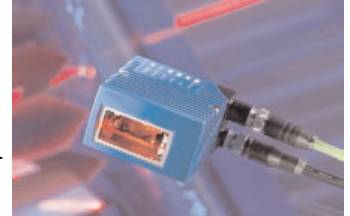
For application stories or articles on a wide variety of topics or for any other information, please contact us directly on 01959 564987, or visit our press office at www.fishermarketing.co.uk

Headline Makers

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Three control valves from a leading manufacturer of servo-hydraulic and servo-electric drive systems have received homologation (granting of approval) from the FIA for use with the 2008 Standard Engine Control Unit (ECU). To race in events such as Formula One, a vehicle and its constituent components must be homologated by the FIA (motor sport's world governing body). Therefore, achieving FIA homologation [approval] means that only the components listed can be used in specific Formula One applications.

Damaged and partially covered bar codes are a serious problem and can cause delay in automated processes. To help solve the problem, a leading sensor manufacturer is pleased to present the CLV620 series, a new generation of bar code scanners with superb reading and network performance. In addition, the innovative SMART620 bar code identification software detects poorly readable bar codes rapidly and reliably.



Thanks to a new gearbox design, the new class leading models from a leading torque tool manufacturer's range of pneumatic torque wrenches are now faster, lighter, smaller and therefore much easier to handle than other units of a similar capacity. The new ranges which have been introduced are the 540-2700 N.m and 700-3500 N.m PTM-92. To follow shortly are the 900-4500 N.m and 1200-6000 N.m PTM-119 Series Models.

Incuity Software, a supplier of Enterprise Manufacturing Intelligence (EMI) software, has been acquired by a leading automation supplier. Terms of the transaction were not disclosed. Rockwell Automation said that the acquisition will help it expand its FactoryTalk software suite. Incuity's products are used to monitor production operations and enterprise systems for manufacturing.

An Epsom-based utility telemetry and control specialist has helped Yorkshire Water in its development of a new approach to reservoir level measurement. As well as removing significant manpower demands, the new system also copes, in some installations, with a complete lack of any electrical or telecoms infrastructure in its ability to provide measurements far more regularly than before.



What's Happening?

PPMA Show – NEC, Birmingham – September 30 – October 2

Northern Manufacturing Exhibition – Hallam FM Arena, Sheffield – October 1-2

The Electrical Industry awards – Grosvenor Marriot, London – October 29