

TECHNICAL PRESS INSIDER

31th May 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 July 7th, so keep an eye on your inbox for the invitation!

Mark Fletcher

Next Issue: 29st June 2007

Thought for the month

B2B Publishing

What is going on in the world of B2B publishing? We reluctantly accept that "colour separations" are now part of the norm but as an agency we are constantly being chased and cajoled by telesales people that don't seem to understand how publishing works.

If we reject one "colour sep" request, we will often hear the question: "Do you have anything else coming up that you would like to run with?" This is where we die a little inside. The PR we produce is aimed squarely at editors. If it happens to hit the sales department later, then so be it - at least it has gone via an editor who, we hope, has made a value decision based on its content and newsworthiness.

In one instance, after letting the salesperson know that we thought that an article we had submitted warranted a little more than a paid-for inclusion, he said "in that case, I will pass it on to the editor". He admitted that the sales department were seeing the PR first. We do hope that this is not endemic across the industry.

We also get calls from sales people who have received a PR that we didn't even send them and "would we like to pay the reproduction charge?" We try very hard to remain diplomatic in these situations and explain that we didn't send it to their magazine for a very good reason.

Too many junior sales people seem to think that the sole purpose of PR is to provide a revenue stream for their magazine. PR is there to disseminate fact, news and opinion; it really should not be seen as a blank cheque to suck up what little advertising budget clients currently have.

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

Due to new developments in the electronics industry, Tim Fryer is taking on extended responsibilities at IML. Therefore, IML needs to fill an Associate Editor role on *Panel and System Building*, working under Les Hunt, who, in turn, is going into a Group Editorial role on DPA and PSB. The new person would work under Les and benefit from his guidance. See below

The IML Group Plc, is looking to recruit an experienced Assistant Editor – looking to make the next step in their career – to cover a multi faceted role involving print, web and email newsletter developments. The role will involve taking sole responsibility for the editorial content of *Panel and System Building* magazine, representing the magazine at press conferences and attendance at relevant exhibitions. Along with this we are currently launching a host of new developments all of which would involve the successful applicant. If you are interested in the position and would like to find out more, contact Andrew Quenault on 01732 359990 or email andrew.quenault@imlgroup.co.uk

Louise Frampton is leaving Electrical Times to become editor at Step Communications, based in Tunbridge Wells, which publishes a range of titles including: Clinical Services Journal, Health Estate Journal and Personal Care Asia Pacific.

Boris Sedacca is taking over as editor of Electrical Times on a freelance basis until a replacement is found. In the meantime, he is looking for other freelance work. Offers please to bsedacca@hotmail.com.

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

offers two freely adjustable switching points in a single device. This 2-in-1 concept offers users many benefits including greater functional reliability with rapid piston movements, two-fold final position detection in miniature cylinders, or the precise detection of differing gripper positions.

An internal sales manager at a leading manufacturer of servo-hydraulic and servo-electric drive systems, gives us an insight into industrial repair programmes and how companies should consider authentic offerings rather than the quick-fix alternatives. In most instances of machine downtime, repair is often the most cost effective remedial action. However, unless this repair is carried out to the same exacting standards as those governing the machine or component's original build, an economic approach can rapidly degenerate into a false economy.



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.

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.

Fitting all common housing slots, the new magnetic cylinder sensor from a leading sensor manufacturer, 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.

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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Periodic thermal imaging has been accepted as “best practice” for live inspection of mission-critical assets for many years. It is based on the fact that increased heat is a common symptom of impending failure in both electrical and mechanical equipment. Until recently it was the best available technology. However, thermal imaging fails to address two key issues. First, inspections are generally made once per year leaving 364 days completely unmonitored. Second, where the equipment is within an enclosure as with electrical switchgear and Uninterruptible Power Supplies (UPS) for example, the measurement is taken on the external panel surface, NOT the actual equipment.

High-performance AC drives offer flexible, cost-effective speed control in a variety of variable torque fan and pump applications

Box office figures have confirmed that the most recent James Bond film ‘Casino Royale’ has been one of the most successful in this ever-popular franchise. Although the film steers clear of some of the more traditional gadgets that ‘Q’ can muster up; it still has a breathtaking array of special effects scenes. One of the biggest, the sinking of a Venetian building, saw two of the country’s leading automation providers, work in harmony to ensure smooth and safe operation of a huge rig that had to sink one of three motion bases (the largest weighing 80.000Kg) into the large water tanks at Pinewood Studios just outside London.

The new face of one of the most successful real-time asset management businesses in the world offers a comprehensive range of remote telemetry units (RTUs) for utility companies and organisations with geographically dispersed assets. Depending on the model selected, capabilities include: real time monitoring of varying numbers and types of input; local IEC61131-3 compliant automation, support for a wide range of communications from GSM/GPRS to satellite; standalone battery operation; and intrinsically safe operation in hazardous areas.

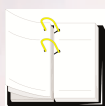
The SKS/SKM36 standalone encoder, from a leading sensor manufacturer, is the first member of a new generation of optical encoders within the company’s SinCos® product range. The most notable feature of this new generation of encoders is the company’s unique MiniDisc (MiDi) technology – the subject of three year’s of development and €1.9 million investment.

A leading motor, drive and gearbox manufacturer has extended the power of its compact and economical Digidrive SK range of variable speed drives – up to 132kW. As an easy to use, modular electronic solution, whatever the required function level, the new Digidrive SK range meets user’s needs perfectly.

Communication is more vital than ever before in the modern factory. Getting discrete equipment elements to talk to each other is not the hard part, getting them to understand, interrogate, integrate and interact with each other is the real challenge. What is more, get them talking to the enterprise level and you have an immensely powerful capability at your disposal. We hear the compelling reasons for having an integrated automation environment.

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 Whyteleafe specialist consultant has recently helped leading contractor, Balfour Beatty Rail Infrastructure Services (BBRIS) to centralise, modernise and streamline its Renewals Management System.



What’s Happening?

SICK Technology Seminar – The Space Centre, Leicester – June 12 - 01727 831121

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