

# TECHNICAL PRESS INSIDER

30th November 2006

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](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.

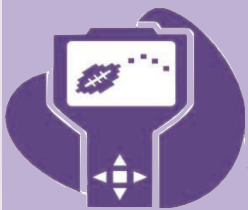
The next First Friday Club for Editors is on December 1<sup>st</sup>, where we have ABB Robotics, Rockwell Automation & Planit Holdings presenting.

**Mark Fletcher**

**Next Issue: 22nd December 2006**

## Thought for the month

### Overkill or Simplify?



One of the biggest battles in the history of the planet is taking place this Christmas; it is the battle of the games consoles – with three very different units vying for consumer attention. We have the Xbox 360 from Microsoft going head to head with the new PlayStation 3 from Sony and the Nintendo Wii.

Two of these consoles are reasonably similar – they offer state of the art graphics, enough processing power to run a small country and media capabilities that will allow you to dispose of all but your TV. The other, however, is a fairly diminutive unit that doesn't offer massive processing capabilities and high-def or graphics so realistic that you think you are there. Instead, it takes a different approach – offering the broadest possible user demographic fun, rather than outright realism and mind numbing capabilities.

The unit in question is the Nintendo Wii. It is quite cute to look at compared to the other two very macho units and is about a quarter the size. But looks can be deceiving, what the Wii offers is an interesting motion sensitive controller concept and cute cartoon games and graphics that your

granny can play. And guess what, this approach is working. In the US the Wii is flying off the shelves and stories are already hitting the web about 80 year olds playing head to head with Pete Sampras in tennis simulators.

The moral of this story can go two ways, we can either look at simplifying consumer experiences or we can look at reinvention – developing new ways of interacting with modern media. Which ever one you choose to go with, it is plain to see that consumers are not necessarily driven by the need to purchase the next most powerful, or the fastest, some are just looking for an different and interesting experience that will be fun – no matter how unrealistic it may be.

To a certain degree the same is true with online media. Overdeveloped and bloated websites are often overlooked in favour of those that offer what people want in the simplest and most efficient manner. I am not saying that a truly simplistic approach is always the best way, but it certainly wouldn't help to question many of the bells and whistles we see on a great many websites. And, on the subject of reinvention, if you don't provide new content or new experiences, it only takes two visits to stop anyone looking at a website again.

**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)**

## Publishing Talk

Due to continued success and a number of recent high-profile client wins, Fisher Marketing 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 controller specifically developed to “mistake proof” process activities is set to have a massive impact on general industry – especially after the glowing feedback it has already received from early adopters in the automotive industry. The SmartBox is a complete hardware and software solution that can cater for the varying needs of many different process activities.

Traceability has steadily evolved from “nice to have” to “must have” in the world of food preparation and packaging. Nowhere is this more evident than in companies that supply the major supermarkets chains in the UK. In order to cater for traceability demands – without impacting on production volumes and line speeds – many companies are investing in state-of-the-art sensors and vision systems to help them keep track of not only what is in production, but also where it is going and where it came from. Ultimately, an incorrectly handled package may seem fairly innocuous – but not to the end customer as they strive to address the needs of an ever more demanding public.

A leading motor, drive and gearbox manufacturer announces the launch of a new generation of helical geared motors. Designed to exceed the demands of today’s industrial applications, the new 3000 range consists of three modular families of helical-geared motors.



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.

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 leading machine safety specialist introduces three new cost-effective warning beacons, designed to provide a clear visual indication of the status of a wide variety of safety devices, such as interlock switches, light curtains and mats. The new conduit LED Beacons complement the existing range of high-intensity warning beacons by offering a lower-cost alternative where high-intensity light output is not required.

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 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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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.

A leading sensor manufacturer has solved the problems of complex wiring and the need for proprietary software with its new Modular Safety Controller, a series of units and add-on modules that allows users to implement complex safety-rated logic without the use of software. The logic functionality within the series is easily implemented using simple program switches on the front of each device.

The Southern Manufacturing Show returns to Thorpe Park on February 7th and 8th 2007 for the ninth consecutive year. Firmly established as the premier showcase for manufacturing and engineering in the region, the feature-packed 2007 show promises to be the most innovative and exciting yet.

A Redhill-based search and rescue technology specialist has launched a new Class 'B' Automatic Identification System (AIS) transponder. It will not only cater for the market demand for AIS devices, but also address the potential future legislation envisaged in many maritime locations across the globe.

As safety systems come in all shapes and sizes, OEMs and machine builders need system components that combine safety integrity with versatility. A new safety monitoring relay from a leading machine safety specialist provides just such a solution.

One of the UK's leading recycling led waste management companies has been chosen as an official agent for one of the UK's most high profile charity appeals – the annual BBC Blue Peter Appeal.

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.

### *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 bona-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)



## 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