

TECHNICAL PRESS INSIDER

30th November 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 December 7th, where we have Rockwell Automation, SICK (UK) Ltd, Wizcon Systems and Martindale Electronics presenting, so keep an eye on your inbox for the invitation!

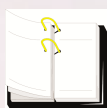
Simon Simmons

Next Issue: 21st December 2007

Publishing Talk

Electrical Times assistant editor Mapara Syed has left to join Credit Today. Editor Ben Cronin has named Georgina Smith as his new assistant editor.

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 - Kuwait City, Kuwait - Dec 4 - 01732 359900

HazardEx in the Region - Muscat, Oman - Dec 6 - 01732 359900

HazardEx in the Region - Doha, Qatar - Jan 22 2008 - 01732 359900

HazardEx in the Region - Abu Dhabi, UAE - Jan 24 2008 - 01372 359900

Heath & Safety 08 - Sandown Park, Esher - Feb 26-27 2008 - 01342 314300

Drives & Controls Exhibition - NEC, Birmingham - Apr 22-24 2008 - 01922 644766

Plant & Works Exhibition - NEC, Birmingham - Apr 22-24 2008 - 01732 370340

Thought for the month

Publishing - The future's bright, and digital



To anyone who thinks digital content is a threat to the book-publishing market, Google wants to tell you two things: first, you're wrong; second, its Google Book Search prod-

uct is the solution, not the problem.

However, in the 21st century's new-media culture, all forms of print publishing are going to have to evolve, according to those speaking at the Google-hosted 'Unbound' event held during November at the New York Public Library. More than 300 people, primarily involved in the publishing industry, came to the event to hear speakers ranging from Cory Doctorow, Boing Boing co-editor and science-fiction author, to representatives from major publishing outlets like Harper Collins and Cambridge University Press.

"The goal is to stimulate thinking on how these challenges and opportunities are going to impact all of us," said Jim Gerber, director of content partnerships at Google, whose presentation opened the day's events. He reminded the audience that the opinions heard at 'Unbound' would not necessarily be Google's own, but ultimately, the majority of viewpoints presented by the speakers and panels were more or less aligned with the search giant – including those expressed by members of the print-publishing industry.

The event was held largely as a response to Google's controversial Library Project and corresponding Book Search tool, which have met strong opposition from the publishing industry. Google has battled with publishers over this controversial programme to scan, digitise and make searchable the collections of libraries in the US and the UK. Publishers have hit out at Google over the plan, and the effect it will have on copyright.

The Google Book Search project, previously called Google Print, was launched in 2004. It quickly attracted controversy, and Google is currently being sued for alleged copyright infringement in the US.

At 'Unbound', the tech-savvy authors, publishers and analysts more or less agreed that to grow and profit in an increasingly digital world, the publishing industry will have to expand its boundaries. "We're in a period of tremendous change, and have to embrace that change," said Tim O'Reilly, founder and chief executive of technical manual publishing company O'Reilly Media. "We as publishers have to become part of the new digital ecosystem that Google is working so hard to build."

Google had an even bigger stake in the event than just trying to improve the Library Project's image. The company has been trying to ink deals with publishers, in addition to libraries, that would make their content available through Book Search, but publishers have been sceptical that it will hurt their profits.

Simon

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

Headline Makers

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

In new and retrofit applications, the new AC drives from a leading automation supplier give users economical, easy-to-program variable frequency motor control with feed-through wiring for quick installation. Engineered for ease of use, the AC drive helps users minimise mechanical machine stress and increase application flexibility.

With its laser transmitter and advanced CMOS receiver, the new analogue distance sensor from a leading sensor manufacturer, masters almost all surfaces – from white to black, matt or glossy – with extremely high immunity to different ambient light conditions. Engineers and designers benefit by spending less time commissioning the system due to its tolerance of different surface types and lighting conditions.

Cont....

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Headline Makers Continued

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A Redhill based Search and rescue technology specialist announces the launch of the third generation Kannad GPS Personal Locator Beacon (PLB), which has been specifically designed for use in a wide variety of environments but with safety at sea as the prime objective.



In order to help a company provide the advanced simulation requirements demanded by the marine industry, a leading manufacturer of servo-hydraulic and servo-electric drive systems has recently supplied advanced hydraulic technology to MARINTEK, a Norwegian Marine Technology Research Institute, located in Trondheim, Norway.

Combining high-power performance with a space-saving design, the new liquid-cooled drive from a leading automation supplier delivers unrivalled application versatility. Its high-performance, energy-efficient liquid-cooled technology allows it to be installed in conditions where air-cooled drives may increase climatic control costs or where they simply could not operate, such as dusty locations.

The downtime of hydraulic equipment can often be traced to simple causes such as contaminated fluids, and it is estimated that the root cause of 90% of servo valve repairs is poor system maintenance. To address this, a leading manufacturer of servo-hydraulic and servo-electric drive systems and the National Fluid Power Centre (NFPC) have now formed a training partnership and have jointly developed a new training programme entitled: 'Effective Maintenance of Hydraulic Servo Systems'.



Pete Easey recently joined Tadworth-based utility telemetry and control specialist as business development director. With over 25 years experience in the utility sector and a strong background in control and automation, one of Pete's strong points has been in applying advanced technology to achieve wide-ranging business solutions.

A leading automation supplier has extended its range of miniature circuit breakers with accessories. The expanded range now also includes busbars to provide simple and flexible connectivity in control panels. With its improved ratings the miniature circuit breakers can now offer a premium solution from a globally accepted product.

In February 2009, the 121.5MHz satellite alerting system will be turned off, and owners of these beacons will need to upgrade to 406MHz technology. Customers of a Redhill based Search and rescue technology specialist who upgrade, can be confident that the lithium batteries contained in their old systems will be disposed of responsibly, with the batteries being fully discharged to consume the metallic lithium content prior to recycling.

A leading sensor manufacturer's camera-based inspection system has bought a new level of detail and accuracy to the inspection and robot picking of buns. The hamburger buns are inspected as a final step in an automated production line; faulty buns are rejected and those that pass are automatically packaged into boxes by a robot.

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In March 2006, the Department of Trade and Industry announced that the amount of compensation paid to sick miners, their widows and families passed £3 billion, just under half of which was for Vibration White Finger (VWF). More recently, in the case of Ford v Corus at Cardiff County Court, the judge found in favour of the plaintiff, stating that it was the employer's duty to give warnings and take steps to reduce vibration. In the case of tightening tools, such legal action can be avoided.

Until now, conventional proportional hydraulic valves used in applications where high flow and high pressure performance is demanded, have always faced a conflict between stiffness and drive current. To address this, a leading manufacturer of servo-hydraulic and servo-electric drive systems has introduced a family of high performance yet adaptable products called DDV.

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