

# TECHNICAL PRESS INSIDER

27<sup>th</sup> November 2008

The newsletter for editors from *fishermarketing*

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# 100th Issue



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 5<sup>th</sup>, so keep an eye on your inbox for the invitation!

**John Fisher**

**Next Issue: 23<sup>rd</sup> December 2008**

## *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?*

The IET Annual Dinner – Grosvenor House Hotel. London – February 5

AutoAero – FIVE, Farnborough, Hants – February 11-12

Southern Manufacturing & Electronics Show – FIVE, Farnborough, Hants – February 11-12

As this is the 100th issue of **Technical Press Insider**, we thought that you might be amused to see the very first leader from August 2000 and here it is:-

## Thought for the month

### The "I" word

*The effect of the Internet on the traditional print media is always a topic of conversation when media people get together these days, and the shape of things to come may be becoming a little clearer. There is little doubt that, in the short to medium term, most key decision makers in industry will continue to rely on printed publications for information, though the web will undoubtedly play a more important role in the future.*

*What still remains unclear is whether existing magazine "brands" will simply transfer to the web or if the technology will enable manufacturers to talk direct to their customers, without any third party host or portal. Developments such as Engineeringtalk and the imminent re-launch of Wilmington's website [www.connectingindustry.com](http://www.connectingindustry.com) may provide some clues.*

*Engineeringtalk pulls together conventional press releases in a well-structured site that saves users having to make extensive searches to find all the latest news. It then allows people to download the full story by email or visit the website of the supplier concerned, and so combines the best feature of the web – direct access to the market – while avoiding the worst – how to find things of interest amongst the rest.*

*The Wilmington venture may be of even more significance. Although we will have to wait until next month for the full picture, it appears likely that the website will become an over-arching brand, with the well-established magazine portfolio – including *Factory Equipment News*, *OEM Design*, *Automation* and *Electrical Equipment* – being seen largely as a means to generate traffic for the website.*

*Of course, the \$million question still remains – how will web-based information portals be funded? Will advertisers who happily pay to see their wares in print be prepared to invest hard cash in a presence on a third party website? Answers on a postcard (or by email!) please.*

Not much more to say except maybe things have not changed as much as we thought they might. Sadly one or two magazines are no longer with us though.

Here's to the next 100 issues.

**John**

*If you would like to comment on this or anything in TPI please drop us a line on [john@fishermarketing.co.uk](mailto:john@fishermarketing.co.uk)*

## Headline Makers

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

A leading automation supplier has introduced three new advanced process control (APC) function blocks in the latest version of RSLogix 5000 engineering software. Native to the Allen-Bradley Logix family of controllers, the new function blocks offer process users sophisticated APC technology that is simpler to implement. In addition, the company introduced a new redundancy module and improvements in system availability, further extending the capabilities of the company's process automation system. All are part of the continued focus on helping process customers improve their operations.

An Aerospace and industrial specialist announces 40 years of growing business in Tewkesbury. A major local employer, the company's success – past, present and future - is based on significant local operations as well as world class capabilities.

As the HSE continues its campaign for sensible risk management, a PAT specialist is reminding firms that a basic tester could be all that's needed to ensure safety. "There are many pieces of testing equipment out there that are all-singing, all-dancing – we make them too, for those industrial situations that demand their capabilities but the fact remains that in many cases, a simple, reliable and easy-to-use PAT tester is all a competent user needs."

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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Failure of automation equipment is extremely rare but when it does happen, it does not have to be a disaster. The RepairPlus™ service from a leading automation supplier will quickly repair equipment from a variety of manufacturers, using replacement parts that meet or even exceed the original design specifications. The RepairPlus Service is able to repair, test and return over 50,000 items supporting over 5,000 different factory automation manufacturers.

A leading manufacturer of servo-hydraulic and servo-electric drive systems has made an investment from available cash balances, resulting in 40 percent ownership of the wind energy business of the privately-held company LTi REEnergy GmbH of Unna, Germany. LTi REEnergy specialises in the design and manufacture of servo controllers, as well as complete drive systems for electric rotor blade controls for wind turbines. Sales for the past 12 months were EUR55 million (approximately \$85 million). The Company expects to acquire the remaining 60% in 12 months subject to conventional conditions of closing.

Major changes to the machinery directive will put even greater health and safety responsibility on those declaring compliance – and heavy penalties for those that fail to meet them, says A CE Marking specialist, which has put together a series of training seminars to help affected companies. The new directive 2006/42/EC shows significant modifications from the existing 98/37/EC, and was introduced into UK legislation at the end of June 2008 – coming fully into force on 29th December 2009.

A leading automation supplier continues to offer its customers cutting-edge technology with the release of the OneGear product line providing a full range of motor control center and power control center options. The OneGear product line is the next generation of medium voltage motor control specifically designed for use with full voltage and solid-state, reduced voltage applications, supporting operating voltages up to 15kV.

Ferrari has placed an order with A leading manufacturer of servo-hydraulic and servo-electric drive systems for the engineering, design, development and deployment of a next-generation driving simulator, to be located at Ferrari's headquarters in Maranello, Italy. This multi-million-Euro project involves a dynamic driving simulator featuring customised motion control with combined motion mechanism and control loading. The package includes all software and a dedicated operator workstation.

A leading automation supplier has named Ralph Carter, former president and CEO of Pavilion Technologies, as president of its software division. Carter will be responsible for executing the company's vision to accelerate growth and development of its Integrated Production and Performance Suite, and to extend the company's leadership position in plant-wide information solutions.

Quick, easy, safe – and best of all, cost-effective. What better list of benefits for a new piece of testing equipment? It was developed to take care of the tough and arduous conditions found in garages dealing with trucks, buses and other heavy vehicles, but the TruCheck 1000 is also eminently suitable for industrial heavy duty applications.

