

TECHNICAL PRESS INSIDER

31st October 2006

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.

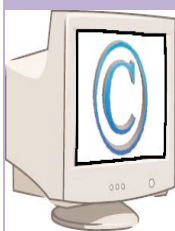
Don't forget to pencil in this year's remaining First Fridays in your diary. The next First Friday Club for Editors is on November 3rd, where we have ABB, Wizcon Systems & IDEC presenting.

Mark Fletcher

Next Issue: 30th November 2006

Thought for the month

World Wide Web of Intrigue



As well as the sheer glut of information it offers, the Internet has also created a worldwide legal battleground – illustrated by a few recent high profile cases regarding copyright.

Not only has Google had to remove a significant amount of content from Belgian news sources but it has also taken on the potential copyright minefield that is Youtube. Youtube is a Internet phenomenon with a daily visitor count that is truly astounding, but there is so much copyrighted material on there that eventually someone is going to say enough is enough, indeed the wheels may already be in motion.

Another recent high-profile copyright case was bought against 'The Pirate Bay' a Swedish website that hosts a search engines for torrents – the files used for file sharing. The main issue in this case was that the guys at Pirate Bay were convinced that they were not breaking any laws in Sweden (the debate rages on) as all they were doing was providing a search engine. The primary argument here was that, with clever search terms, any search engine could do the same thing.

The main advantage for net users is the biggest problem faced by the legal eagles – the Net's capability to operate without borders. What may be law in one land may not be in another – who does the jurisdiction lie with? In a recent case, British firm Spamhaus, which runs a commercial spam-blocking service, was ordered by a US judge to take down its website as it was blocking e-mails from a US mailing house that was on its list of "known spammers".

The UK company subsequently ignored the ruling by a judge in Illinois citing lack of jurisdiction over a UK company. Luckily a subsequent demand to Ican the California-based Internet Corporation for Assigned Names and Numbers, to remove the domain was met by a statement saying the following: "Icann cannot comply with any order requiring it to suspend Spamhaus.org or any specific domain name because Icann does not have either the ability or the authority to do so."

This is not going to go away and any results of this legal battle could have extremely serious consequences irrespective of the geographical borders involved. One of the most serious will be felt in the inboxes of no less than 650 million people around the world who directly or indirectly rely on Spamhaus's services – including the European Parliament, US Army, the White House and Microsoft.

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

Bruce Stevens, former editor of bdi-Brewing & Distilling International, is offering his services in a freelancing capacity. Bruce tells us that if you have anything related to brewing and beverage production and marketing then he's your man. You can contact him at bruce@glen-house.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.

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.

The new SEK52 capacitive encoder from a leading sensor manufacturer is set to have a profound impact within all industries and applications that employ brushless servo technology. Not only does it offer 16 times the resolution of a standard resolver, but it does so at a competitive price.

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 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.

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.



A leading torque tool manufacturer has released a two-disc multimedia presentation illustrating virtually every aspect of its activities. Divided into product families for easy navigation, the first disc presents the company's entire product range, enriched with plenty of practical hints and tips that will be of interest to existing users as well as prospective purchasers. The second disc takes a fascinating look at the company's headquarters - one of the most advanced manufacturing facilities of its kind in the world.

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.

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.

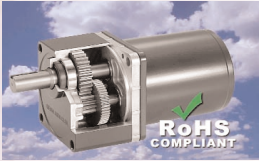
A Redhill-based search and rescue technology specialist has launched a new Class 'B' Automatic Identification System (AIS) transponder. It will not only cater for the market demand for AIS devices, but also address the potential future legislation envisaged in many maritime locations across the globe.

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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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.

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.

A new TUV-certified safety servo drive from a top automation company incorporates a safe-off functionality that allows users to restart machines faster and reduce downtime in the event of unplanned stoppages. While benefiting from the precision, high-power capacity of servo drives, machine builders can also now power down their motion control systems safely and efficiently in a wide range of high-speed applications, including packaging, material handling, and converting.



What's Happening?

Manufacturing Technology Ireland 2006 – National Show Centre, Dublin, November 8-9 – 01784 880890.

***Show announcements & press releases from exhibitors at this show are available online at <http://www.onlinepressoffice.co.uk>**

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