

TECHNICAL PRESS INSIDER

31st October 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 November 2nd, where we have ABB and Nexans presenting, so keep an eye on your inbox for the invitation!

Simon Simmons

Next Issue: 30th November 2007

Publishing Talk

Lyndon White has taken over from Andy Pye as managing editor of Pro-Talk. Lyndon was previously with Jane's Information Group, working on various security and defence titles, and latterly editor of jan.es.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.



What's Happening?

HazardEx in the Region - Delta Hotel (Port area), Rotterdam – Nov 7 - 01732 359900

Manufacturing Technology, Ireland 2007 – National Show Centre, Nr Dublin Airport – Nov 7-8 - 01784 880890

HazardEx in the Region - Novotel, Southampton - November 15 - 01732 359900

HazardEx in the Region - Kuwait City, Kuwait - Dec 4 - 01732 359900

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

Thought for the month

A nod and a wink



Having been involved in a non-voting capacity as former editor of Electrical Times on the judging panel of the recent Electrical Times Awards, one of the winners expressed surprise at having won this year and not last year, when his company had put a lot more time and effort into preparing its entry form.

I could reply quite confidently and with absolute frankness that this outcome was purely based on the judges' decisions. These judges were drawn from industry and had no vested interest in selecting the winners.

External judging, or some other form of outside invigilation, is always desirable when choosing winners, be they large multinationals vying for recognition by winning industry awards, or individuals phoning into TV shows on a one-in-a-million chance that they might win.

If small publishing companies can do the right thing, why not large media empires? I ask this question in the

light of recent news that the Serious Fraud Office may investigate ITV over premium rate telephone services (PRTS). This follows GMTV's £2 million fine by Ofcom in September for mustering its audience to enter competitions, most of which had no chance of winning.

Auditors Deloitte found key failures in ITV's handling of premium-rate interactive services, and the company has now said it will refund £7.8 million to viewers. Ofcom has also asked ITV for further information following the Deloitte report, which identified 'serious editorial issues' on three programmes, including the Ant and Dec's Saturday Takeaway and Gameshow Marathon.

I would like to think that ITV is alone in being exposed for sharp practices but the decision to let a studio visitor pose as the winner of a phone-in competition on Blue Peter led to a £50,000 fine for the BBC by Ofcom.

The depressing fact is that as TV networks move inexorably to short-term contracts, the resulting lack of security of tenure will encourage staff to engage in questionable methods of generating revenues.

Boris

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.

From 1st to 9th December 2007, London's Earls Court will open its doors to a brand new international maritime show. The Whyte and Mackay Earls Court Boat Show is an event that the whole family can enjoy, and a Redhill based Search and rescue technology specialist will use this opportunity to exhibit direct to the public for the first time. The company will be offering special deals on EPIRBs and PLBs, plus a competition to win your money back if you buy a beacon at the show.



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'.

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Headline Makers Continued

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In a thrilling weekend finish to the race season, Andy Ball, who works for a leading torque tool manufacturer, sealed the Yamaha Past Masters Racing Club (YPMRC) championship with two podium finishes on the Saturday and some intelligent racing on the Sunday. Held over the weekend of 29th and 30th September, on the Brands Hatch Indy circuit, the final meeting of this season's Yamaha Past Masters Racing Club (YPMRC) closed with a new champion, Andy (Bally) Ball.

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.

With effect from 1st May 2007, a supplier of predictive maintenance systems will supply its continuous thermal monitoring system with Lifetime Calibration and a Lifetime Warranty. The supplier has identified the reliability of the system as a key factor if it is to be entrusted to monitor mission-critical equipment, where failure could result in high downtime costs. The lifetime calibration and warranty will therefore be of particular interest to organisations such as data centres, continuous process or large-scale manufacturing.

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.

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 brought 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.

A leading automation supplier has introduced new BACnet interface options for its AC drives, making it even easier for users to employ drive technology in building services applications.

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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