

# TECHNICAL PRESS INSIDER

30<sup>th</sup> October 2009

The newsletter for editors from *fishermarketing*  
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Welcome to the October edition of 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. 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 web site 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 is sent to, hit reply and let us know.

The First Friday Club for Editors met on Friday (2nd October 2009), it was a bumper meeting with four market leading companies presenting on everything from torque management to Automation training, and a full house of editors from the industrial and engineering sectors. We are presently planning the December meeting, and there is still space to present- companies interested in using this unique forum to gain access to editors from the industrial and engineering trade publication sector should contact Fisher marketing for further information without delay.

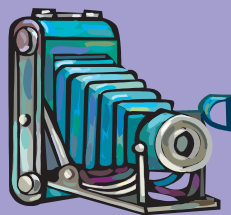
**John Fisher**

**Next Issue: 30th November**

## Thought for the month

### Lessons from the past

I have recently signed up for a photography course in order to advance my passion for the subject as far as I can. The first project on the course involves the processing of good, old fashioned, black and white film by developing and printing it in smelly chemicals in the dark room. Without exception my fellow students and I are loving the experience.



For me it is proof once again that new technology rarely replaces the old, it simply adds another layer or another dimension. Black and White photographs are wonderful as they highlight light and shade, texture, contrast, shape and perspective. There is something special about not knowing exactly what you have captured until you process it and it is extremely difficult if not impossible to replicate the prints produced by printing in Black & White with an inkjet printer. (Photographers working for the newspapers in the old days must have been on tenterhooks hoping that they hadn't slipped up with the exposure etc.)

The other interesting fact is that working in the old technology teaches us lots of fundamental lessons that we can then apply to our modern, digital, colour image taking. Lessons learnt in modern photography do little to help us when we turn the clock back and shoot in black & white though.

Perhaps there is a lesson here for engineers, journalists and many others. It is not just long experience that gives the old timers the edge in many cases. It is the fact that they understand the basics having grown up with them. Wouldn't it be a good idea if all of the education system was as enlightened as those who designed my photography course? For then we would be training people who really understand what they are doing and will be able to advance the new frontiers based on solid foundations.

Who knows, we might even start in primary schools by teaching people to read, write, spell and add up.

By the way, if you happen to be interested in photography, you might just be interested in my blog/web site at [www.photographer247.com](http://www.photographer247.com)

**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

The world's top specialist manufacturer of torque tools, has launched the ultimate torque measurement, calibration and data archiving system. The 'T-Box', together with the Torque Data Management System software, allows the simple processing of data for analysis and retrieval and can even print calibration certificates.



The leading global provider of environmental and water resources applications software, today announced the immediate release of version 10.5 of InfoWorks, InfoNet, and FloodWorks. The new releases reflect the company's continued commitment to providing the world's water, wastewater, stormwater and flood management professionals with the most comprehensive selection of class-leading engineering tools available.

For manufacturers looking to better integrate process control and process safety applications, the PlantPax Process Automation System has new capabilities, including integration of ICS Triplex Trusted SIL 3 triple modular redundant (TMR) technology and the scalable AADvance process safety systems. These capabilities help users avoid unplanned incidents and hazards that pose risk to personnel, assets and the environment.

A leading global provider of environmental and water resources applications software, today announced that its president and chief operating officer, Dr. Paul F. Boulos, Hon.D.WRE, has been elected to the Board of Trustees of the Lebanese American University (LAU) in Beirut, Lebanon. He will serve on the Board's Executive and Nominating Committees and will chair its Advancement Committee.

With reports that many businesses are to encourage people to work from home to avoid the spread of swine flu, a leading data defense expert has warned that this autumn's virus season may not be confined to the impact of human disease on an organisation. The expected rise in home working brings with it a plethora of IT security issues, and small to medium sized businesses and educational establishments are considered to be at greatest risk.

At Drinktec 2009 in Munich, Germany, a leading Automation supplier featured its latest automation and information solutions designed specifically to help beverage companies confront industry challenges and improve their manufacturing operations. As retailers and consumers embrace sustainability, manufacturers feel the pressure with increased demands placed on their ability to respond. With sustainable manufacturing becoming more and more important to beverage producers, the need is high for solutions that help maximize asset utilization while reducing waste and rework.

How to stay competitive in an uncertain economy will be the issue addressed by leading automation experts at the 8th annual World Manufacturing Drug Summit at Maritim ProArt, in Berlin, Germany, from 2-4 December 2009. As lead sponsor of the event, Rockwell Automation will be addressing key decision makers from the Life Sciences and Pharmaceutical industry on the benefits automated solutions can bring to the complex drug manufacturing process.

A leading global provider of environmental and water resources applications software, today announced the world-wide availability of the V4 generation of its industry-leading CapPlan Sewer product line. This feature-packed release adds significant functionality, giving users more options for calculating likelihood and consequence of failure, stronger tools for CCTV video analysis and scheduling, and streamlined workflows for complex rehabilitation planning.

A Tewkesbury company has announced that it has acquired the remaining 60% ownership of the wind energy business of Lti REEnergy GmbH in Unna, Germany and Shanghai, China. The consideration was €12 million in cash paid and the issuance of a €9.5 million note payable in February 2010. The company produces electric servo controllers and complete drive systems that position rotor blades on wind turbines. Sales for the past twelve months were €95 million.

A leading automation software expert is offering downloadable application development software free of charge to allow users to create, modify and monitor application programs for Allen-Bradley MicroLogix controllers. Designed for the Allen-Bradley MicroLogix 1000 and MicroLogix 1100G to save time and increase productivity.

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)

## ***Publishing Talk***

A reminder that Suzanne Gill has returned to the engineering market from her brief journey into the international confectionery world, and has been taken over the reins of the Electrical Products & Applications group of titles from Richard Scott.

“I am delighted to be moving back into an industry sector which I so enjoyed the first time around and to be joining IML, where I spent many happy years in my more youthful days, learning the editorial trade from the likes of Paul Gay and Bob Brooks.

“I am really excited to get this opportunity to continue and consolidate all the great things that Richard has brought to the magazine, and to use my experience in the electrical market to further develop the EPA group portfolio at IML.”

Suzanne can be contacted on [epa@imlgroup.co.uk](mailto:epa@imlgroup.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.



## ***What's Happening?***

**November 4-6, 2009** - 22nd International Conference on Computer Applications in Industry and Engineering, Hilton San Francisco Fisherman's Wharf, San Francisco, California **USA**.

**November 11-12 2009** - Automation Fair, Anaheim, California **USA**.

**30 November - 3 December** - 2009 Automotive Manufacturing Solutions **India**.

**2-4 December, 2009** - World Manufacturing Drug Summit, Maritim ProArt, Berlin, **Germany**.