

TECHNICAL PRESS INSIDER

29th September 2006

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.

Don't forget to pencil in this year's remaining First Fridays in your diary. The next First Friday Club for Editors is on October 6th, where we have ABB and SICK (UK) Ltd presenting.

Mark Fletcher

Next Issue: 31st October 2006

Publishing Talk

Following on from last month's TPI, Ian Clay would like us to clear up the fact that he has not left Technically Publicity (we knew he was made of sterner stuff and would not leave PR that quickly!) IndustrialSafetyTalk is, in fact, being edited under contract with Ian's new agency – with him in the chair.

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.

Thought for the month

Rapid response to viewing habits



Being a complete techno junkie, one item of equipment that graces my audiovisual centre (the posh name for my ridiculously large Ikea TV unit thingy), is a nice silver box with Sky+ printed on the front.

It is true what they say in the adverts that it will change your viewing habits – the ability to instantly record, rewind and pause live

TV certainly brings a new level of flexibility to my viewing habits. Marketing speak aside, one of the real delights of the Sky+ experience is the ability to time slip recordings. Put simply, you go and make a cup of tea/feed the cat/water the plants and start watching your programme when you want to, not when the schedulers say you have to. The other main advantage to this approach is the ability to fast forward through the adverts at dizzying speeds – I am no longer faced with a barrage of commercials from consolidation loans to beauty products. However, if the folks at the FX Channel, which I occasionally frequent, have their way this will no longer be the case.

These clever people have come up with an idea that completely defeats us “ad skippers”; they will simply display the same image for the entire 30 second slot meaning that even at light speed fast forward, you still get the message.

This short foray into digital TV was not intended as an advert for Sky+, instead I wanted it to illustrate how media has to evolve to adapt to constantly evolving viewer habits. Indeed, the folks at FX have taken the first step towards what is almost certainly to become a new advertising style – because someone has already vetoed digital recorders that automatically skip the adverts. Perhaps magazines should start putting those little flick-book animations at the bottom corner of their pages!

Oops, don't you hate it when you have a neat idea for a new print advertising concept and before you know it, you've gone and told everyone?

Mark

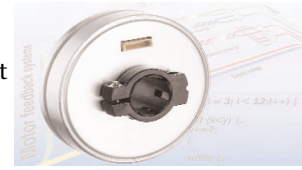
If you would like to comment on this or anything in TPI please drop us a line on mark@fishermarketing.co.uk

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. The new 44B photoelectric sensor from a leading automation supplier, equipped with adjustable background and foreground suppression, provides an effective solution to this common problem.

The new Digidrive SK range takes all the functional and user-friendly concepts offered by the company’s highly successful SE range, enhances them and expands them. In doing so, it creates a new benchmark in this highly competitive sector.

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 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 new electronic line shaft solution using standard AC drives from a leading automation company helps reduce press downtime allowing the printing industry to maximise automation investments.

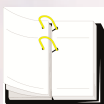
Japan’s largest manufacturer of AC and stepper motors, introduces the new CRK series of 5-phase micro stepping motor and driver packages. The new series combines a high-performance 5-phase stepping motor with a compact, low-vibration micro stepping driver. Of particular interest to end-users is the unit’s smooth drive function, which significantly reduces speed fluctuations, vibration and audible noise during operation.

Last year a leading sensor manufacturer was the first company to offer a fieldbus-enabled standard sensor – the WT18-33 photoelectric proximity switch. One year later it is fair to say that the technology used by the sensor and for the communication protocol – IO Link – is firmly established and ready for wider implementation.

A Redhill-based search and rescue technology specialist announces that it has reached an agreement to supply products and services to SELEX Communications Ltd. The agreement will cover the supply and servicing of their GME range of emergency equipment throughout the 18 SELEX Communications depots across the UK. The company is also helping SELEX Communications to attain GME service agent status allowing it to not only supply the hardware but also service it at local depots.



Ensuring long-term reliability in hostile environments is not the only challenge facing machine safety systems: Providing a high-degree of resistance to tampering helps prevent the unauthorised overriding of safety interlocks and is also an important aspect of maintaining system integrity. The latest safety interlock switch from a leading machine safety specialist is designed with both security and longevity in mind.



What’s Happening?

North Manufacturing 2006 – Hallam Arena, Sheffield, October 4-5 – 01784 880890

AMPS Power Expo 2006 – Olympia, London, 10-11 October - 020 7921 8231

The Embedded System Show 2006 – NEC, Birmingham, 11-12 October - 020 7681 1000

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

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