

# TECHNICAL PRESS INSIDER

30<sup>th</sup> September 2008

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](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 October 3<sup>rd</sup>, where we have Norman Data Defense, MapleSoft, ABB & SMAC, so keep an eye on your inbox for the invitation!

**John Fisher**

**Next Issue: 31<sup>st</sup> October 2008**

## Thought for the month

### It's good news week



Not for any specific reason, but just a reminder that despite what we're reading and hearing every day it really ISN'T all doom and gloom. True, a load of bankers and other financiers have got their boxers in a bunch and our houses aren't worth quite what they were last month, and it's really not much fun for the thousands of innocent parties whose livelihoods are at least temporarily threatened.

But the fact remains that out here in the real world – the real world is all about technology, isn't it? – things at the moment at least seem to be relatively untouched by

what's happening in the financial markets. Business as far as we're concerned is extremely buoyant and we're very busy, and we hear interesting tales from our clients that tell us we're not alone; business for them is as good as it's ever been. As I write this I'm just about to visit a client that recently landed a very big and very high profile contract. We like big and we like high profile. And that's just one of a range of exciting new developments with a host of clients. I think it reflects quite closely the way that the technology market is going. Alongside the financial crisis, but to a certain extent overshadowed in the press by it, there are increasingly joyful announcements of advancements in communications technology, medical technology and engineering technology.

The new industrial revolution continues apace, and our market is a good place to be right now.

**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 the latest version of its Integrated Architecture production control and information system with more than 30 new capabilities for end users and machine builders. Featuring the Stratix family, advanced process control and safety functionality, and three new Logix programmable automation controllers (PACs) for midrange machine builders and end users alike, this expansion is designed to help improve integration and performance within the manufacturing and IT infrastructure.



A ride comfort testing station for Mercedes-Benz has been designed and built by a leading manufacturer of servo-hydraulic and servo-electric drive systems, using its expertise in motion controls, high performance flight simulation and testing systems for automotive, aviation and aerospace. Working with Daimler's test laboratory engineers in Berlin, the challenge addressed by the company was to validate the predicted values of ride and handling characteristics produced by digital simulation. This testing approach forms part of Mercedes-Benz' first foray into digital car prototyping.

Product consistency and quality are of paramount importance in manufacturing of distilled spirits, and producers invest a lot of money and effort in producing high quality products to help meet the demands of a competitive market and build brand loyalty. With the stakes so high, there is zero tolerance for accidental mixing or contamination of materials. A leading automation supplier, which has extensive experience in working with the brewing and distilling industry, helps producers minimise errors and protect product quality through pre-packaged scalable solutions fitting a range of needs – from partially to fully automated piping networks.

More tests, a scrollable screen, plug and play facility and non-trip technology - the E-Ze Test™ 2500 is an earth loop impedance tester with a difference. Designed to make the accurate measurement of earth loop and phase neutral impedance quick and easy, it goes one stage further by offering PFC and PSC testing too. It still offers the non-trip earth loop test, voltage test and socket test of the previous model, the EZ2100, but the extra features mean that the user now has four test results on screen.

In today's marketplace, you have to think globally. That is where functional safety can help. The overall objective of functional safety is to protect workers by reducing incidents and to reduce risk of loss and costs associated with risk. Cost of risk is the sum of insurance premiums, claims administration fees, workers' compensation claims, risk management department costs (salary, travel, fringe benefits, and so on), legal fees, and other related costs such as state fees, assessments and consultants. Cost of risk expenses are measurable direct costs.

As demand for EMC testing for HSE compliance grows, a UK-based leader in the field is investing heavily in equipment and training – and has just employed another globally qualified test engineer to keep up with worldwide demand.

At this year's Brau Beviiale, a leading automation supplier will be showcasing its ability to deliver Fluid Routing and Digital Blending solutions to the beverage industry. With sustainable manufacturing becoming increasingly important to beverage producers, the need for solutions that help maximize asset utilisation while reducing waste and rework is high.

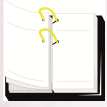
Although measurement of the torque applied to a bolt or other threaded fastener during tightening provides sufficient feedback in most applications, there are more specialised tasks where measurement of the fastener tension is essential to ensure the integrity of the mechanical joint. To address this requirement, a leading torque tool manufacture has introduced the USM-3 ultrasonic bolt meter – a compact, lightweight, field-portable unit that gives precise measurement of elongation and load in threaded fasteners.

Drug developers thrive on production speed to deliver an increasingly complex product portfolio to satisfy global demand. One trend having an impact on speed is the transformation of the IT landscape of drug development from disconnected, application-by-application efforts to a holistic, integrated systems approach. In the clinical trials process, for instance, clinical supply units are learning how to use valuable information derived from early development and testing to improve product quality.

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***

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?***

PPMA Show – NEC, Birmingham – September 30 – October 2

Northern Manufacturing Exhibition – Hallam FM Arena, Sheffield – October 1-2

The Electrical Industry awards – Grosvenor Marriot, London – October 29

SPS/IPC/Drives - Nuremberg, Germany – November 25-27