

Messe News

Digital Factory

March 2012



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Factory



NEW TECHNOLOGY FIRST
23 – 27 April 2012 · Hannover · Germany

Don't miss the fourth MES Conference!

HANNOVER MESSE is delighted to invite decision makers in the manufacturing planning and execution and production management sectors to another high-caliber MES conference at the International Congress Center, the fourth of its kind. Attendance at the event is absolutely free for visitors. Last year's event attracted more than 250 industry professionals.

See page 2 for more information.

3D Technology Cinema back in 2012

2012 will mark the third time that Digital Factory hosts the spectacular 3D Technology Cinema display. This special show is focused on 3D visualization, virtual reality and augmented reality, and their successful application in the mechanical engineering sector. The relocation of Digital Factory to Hall 7 is reflected in a new-look 3D Technology Cinema 3D, featuring a highly distinctive stand design and Smart Hydro Power as the overarching partner. Other partners displaying their products and solutions alongside the organizer, ProzessPiraten GmbH, include ESI Group, ICIDO, PI-VR, eyevis, Virtual Reality and Virtual Engineering Network VDC Fellbach and a range of other providers of visualization solutions from around the world.

For further information, visit
hannovermesse.de/en/3d-visualization



Growing demand for intelligent IT in industry



Intelligent information and communication technologies (ICT) are becoming increasingly important in the mechanical and plant engineering sector.

According to a recent survey conducted by the German Engineering Federation (VDMA), nine of every ten employees in the mechanical engineering sector now work behind a computer screen (including PCs, network computers, notebooks, terminals and workstations). And nine of every ten business operators see clear benefits in virtualizing their servers and workstation computers. While more than 75 percent of these businesses have now virtualized between 50 and 100 percent of their servers, the corresponding figure for desktop computers is still just four percent. But that is about to change, with a further 42 percent planning to virtualize their workstation computers over the next few years. The benefits of this strategy include lower energy consumption and reduced overhead costs for IT personnel (see also box on page 2).

Deutsche Messe has responded to this trend by repositioning Digital Factory accordingly. As of 2012, all the major industrial software suppliers exhibiting at HANNOVER MESSE will be clustered in Hall 7, directly adjacent

to related areas, such as the automation sector.

Cloud computing, mobile terminals and process integration

Digital Factory covers a wide spectrum of themes – all of them in high demand. More and more providers of industrial process software are now also beginning to offer cloud-based products. This trend is reflected at Digital Factory above all in the exhibits of ERP solutions. However, increasing numbers of CAx and PLM applications that are run and administered via the internet or companies' intranets are also coming onto the market. Since process integration is highly topical in virtually every sector of industry, it's also a key theme at just about every Digital Factory exhibition stand. This year, the spotlight will be on the integration of product development with production planning and execution, and systems engineering for more effective synchronization of different disciplines within the engineering sector. See also "IT makes life easier all down the line" on page 2.

For further information, visit
hannovermesse.de/en/digitalfactory

The full story on discrete and continuous production

On 25 April, the MES Conference will put the spotlight on discrete production, with content support from the Association of German Engineers (VDI) and the German Engineering Federation (VDMA). The second day of lectures, on 26 April, is organized by the User Association for Automation in Process Industries (NAMUR) and the German Electrical and Electronic Manufacturers' Association (ZVEI), and will be devoted to continuous production.



The lectures will focus on real-life case studies, including success stories on the implementation of manufacturing execution system (MES) solutions for planning and executing production processes.

Stefan Hoppe of Beckhoff Automation, who is also President of OPC Foundation Europe, will report on progress towards the standardization of interfaces between MES and automation components; for instance, Plug & Play connections between MES and automation components that eliminate the need for repeated alignments between the control and execution levels.

Harm Hübert, who heads the MES team at Phoenix Contact, will also be on hand to report on practical experience with the utilization and benefits of MES solutions. According to Hübert, the resulting unprecedented transparency of production data is a boon for both production staff on the shop floor and management in their quest for work process optimization. Further benefits include KPIs available with a single keystroke and fast access to critical data for decision-making, which he sees as just as important in tough economic times.

In another report from the work front, CEO Thomas Rees and Martin Laudenschlager, Manager Process Development at machining specialist Josef Rees Zerspanungstechnik, will address the topic of lean manufacturing with MES. They will illustrate how integration between ERP, MES and CAQ can deliver vital synergies and give businesses a lasting advantage over their competitors.

Again with a practical focus, project manager Clemens Carl will report on an MES project at Saint Gobain Glass Deutschland. Following the successful implementation of an MES solution at 65 worldwide manufacturing sites of automotive component supplier Saint Gobain Sekurit, the company now plans to roll this solution out at 20 more automotive glass production plants. This will result in comprehensive transparency and monitoring capability, and the complete synchronization of production with quality and logistics operations. By treating MES as an enterprise system, Saint Gobain will be able to underpin its continuous improvement programs and standardize best practice processes across its worldwide production sites.

For further information, visit hannovermesse.de/en/mes

IT makes life easier all down the line

Mobile terminals are a hot topic right across the board in the IT sector. Portable touchscreen devices pervade most work environments today. They simplify innumerable tasks in development, production, logistics and customer service, and are used everywhere, from the shop floor to the construction site.

This year's Digital Factory show will focus on the following keynote themes:

- virtual product development in mechanical and electronic engineering (with CAD/CAM/CAE)
- product lifecycle management (PLM), including product, project and process management
- enterprise resource planning (ERP)
- manufacturing execution systems (MES)
- rapid manufacturing and rapid prototyping

"Green IT" goes easy on resources and the environment

The official motto for HANNOVER MESSE 2012, "greentelligence," is sparking a great deal of interest in many industries, including in the mechanical engineering sector. A recent survey by German Engineering Federation (VDMA) reveals why: many IT managers in the manufacturing industries are looking for innovative IT solutions that minimize resource use and maximize environmental protection. Nearly two thirds of the respondents had already implemented appropriate measures. In the next two years, a further 30 percent will follow suit. Only six percent of the companies surveyed had not yet considered making any changes.

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