

Messe News

November 2009

PARTNER COUNTRY 2010
ITALIA



Industrial Automation

GET NEW
TECHNOLOGY FIRST

2010 will be

a great year because we are committed to energy-efficient solutions.

Michael Ziesemer, Deputy Chairman of the Executive Board, Endress+Hauser Group

A look behind the scenes

Hall layout planning is under way and more than 80 percent of available display space is already booked!



The Industrial Automation Team has eleven people dedicated to giving you optimal exposure in the broadest possible automation expo setting. They keep a very close watch on trends in production, process and industrial building automation, and are quick to seize the initiative and incorporate new themes into the Industrial Automation showcase.

Our experts offer a range of options – including tailored packages – to put you and your company in the limelight in the highly synergetic industrial technology expo that is HANNOVER MESSE 2010.

Go to pages 2 and 3 for the full story on our group pavilions and special displays.

Only in Hannover ...

The entire world of industrial automation at your fingertips: From process to production automation, from control systems to robotics



The latest visitor surveys and interviews reveal strong interest in automation themes. Companies are now under more pressure than ever before to get their products to market quickly and cost-effectively. This in turn is driving interest in automation technology. For it is in the hard times in particular that companies need to be proactive about identifying trends and market potential, investing in new technology and building new contacts in order to put their businesses on a more efficient and sustainable footing for the future. Long-term survival on the international markets belongs to those who can produce high quality at low cost.

Industrial Automation: international marketplace for innovative automation technology

The Industrial Automation (IA) tradeshow is an international marketplace spanning the entire automation technology spectrum, from mechanical and plant engineering and process automation to advanced automation solutions for industrial buildings.

HANNOVER MESSE 2009 attracted 210,000 visitors from over 80 nations. This number included more than 102,000 trade professionals who were looking specifically for automation

solutions. These trade professionals came primarily from the following industries: capital goods, mechanical and plant engineering, basic materials and primary products, electrical engineering and electronics, the automotive industry, the energy sector and the medical equipment industry. And they were responsible for the following functions in their respective organizations: development and engineering design, management at business unit, company and plant level, product development and work preparation, manufacturing, production and quality control.

More than 75 percent of visitors are looking to invest in innovation

More than three quarters of all trade visitors to HANNOVER MESSE go there with the intention of investing in technical innovations or developments.

Thomas Rilke, Director, Industrial Automation: "We have made a point of pioneering new trends and establishing new theme areas for HANNOVER MESSE 2010."



For further details, visit:
[www.hannovermesse.de/
industrial_automation_e](http://www.hannovermesse.de/industrial_automation_e)

Application Park & Robotation Academy

Where people learn to live and work with robots

In 2010, HANNOVER MESSE will again feature the highly successful Application Park in Hall 17. Providers of components and integrated solutions will be showcasing their latest factory automation applications in action with the aid of advanced robot models. These live demonstrations are a unique opportunity for providers to profile their automation expertise to stunning effect and give the trade audience an up-close look at the kinds of flexible solutions available. There will be a strong emphasis on robot-assisted automation and identification technology.

74 percent of visitors interested in turnkey solutions

74 percent of the visitors to the Industrial Automation show at this year's HANNOVER MESSE – most of them from SME backgrounds – were interested in turnkey solutions, which were on show in the Application Park. In 2010, HANNOVER MESSE will again be providing exhibitors with live-demonstration spaces free of charge. The free space available to you as an exhibitor is capped at 20% of your total exhibition space in the Application Park.

Robotation Academy: home of the future

Hall 17 will also be home to the Robotation Academy's special display program. Throughout HANNOVER MESSE, the Academy's experts will be sharing robotics and automation knowledge in ten separate modules covering topics from handling to safety technology. The Robotation Academy is Germany's first-ever manufacturer-neutral robotics and automation academy. Founded in May 2009 by Deutsche Messe and Volkswagen Coaching GmbH, the academy is based in Pavilion 36 at the Hannover Exhibition Center, where it runs training courses and conferences all year round. Janine Deufel, Marketing, Neuronics AG, explains the importance of this new venture: "The Robotation Academy is the perfect platform for making our unique robotics technol-



Automation technology live in action: Kinder Surprise eggs for Robotation Academy course participants.

ogy accessible to our German customers. We partner with VW Coaching to provide customer-specific training courses that bring participants up to speed with the basics of programming our Katana robot in just a few hours."

Caution! Mobile robots on the move

Plus: Mobile Forum gets mobile

Getting a move on: In 2010, the Mobile Robotics & Autonomous Systems display is relocating to Hall 16 – in the heart of the Industrial Automation tradeshow – and will be more action-packed than ever. Exhibitors will be presenting their intelligent mobile systems and components for industrial production and the public and service sectors live in action.

Nowadays, mobile systems clean building facades and help as information guides in supermarkets; flying robots support firefighters in the field; and unmanned transport vehicles move pallets, containers and materials in the manufacturing industry. In Hall 16 fascinated trade professionals will be able to see for themselves how robots fly, drive, provide advice and go about their cleaning duties. Exhibitors will be able to demonstrate their dynamic products free of charge in special "Mobile Areas." There and in the aisles, visitors will witness the robots' reliability and mobility first-hand.

In a new development, the Mobile Forum itself will also be physically mobile. The moderator will travel on a mobile stage to the various stands and exhibits, interview experts and communicate directly with the public.

Matthias Brucke of the OFFIS Institute for



Information Technology recently called on Germany to extend its technology leadership in industrial automation. "The field of mobile robotics and autonomous systems in particular is poised for industrial implementation. In 2010, OFFIS will be showcasing highly innovative flying robots that will demonstrate the high level of autonomy achievable without sacrificing safety or reliability."



The "Networked Robotics" conference will be held on 4 March 2010 – during CeBIT and hence before HANNOVER MESSE – at the Robotation Academy [Pavilion 36] at the Hannover Exhibition Center.

Industrial Embedded pavilion

New platform for hardware and software providers, innovative tools and services

Industrial Embedded is a new pavilion that will be launched in Hall 9 – right in the center of the Industrial Automation show – at HANNOVER MESSE 2010. Embedded systems are dedicated computer systems integrated into devices and controlled by microcontrollers. Their use in industry is on the rise as more and more work processes are mapped via visualization, machines and sensors become increasingly networked and manufacturers widen their focus from products to integrated solutions. At the same time, embedded systems and classic IT are converging as a result of technological innovation, ongoing miniaturization and new hardware functionality. The result: tiny, highly programmable microcontrollers that can respond to multiple variables, making them indispensable in a whole host of applications, from battery chargers to electric motor control systems. Martin Müller, head of automation at PHOENIX CONTACT GmbH & Co. KG: "Embedded PC

solutions are in growing demand and are superseding classic industrial PCs in PC-based automation."

New opportunities for production industry and software companies

Industrial Embedded will be flanked by displays of automation solutions, industrial communication technology, and measurement, feedback and control systems. There, providers of hardware, software and services will showcase solutions that optimize production process quality and efficiency. The target visitors include production system developers, automation managers and software specialists.



The "Industrial Embedded Conference" will be held at the Robotation Academy on 22 April 2010.

Further details: www.robotation.de (German only)



Wireless Automation special display

Exhibition and Speaker's Corner: where experts profile innovations



Sited in Hall 7, the Wireless Automation display is where companies showcase wireless communication technology components, services and systems such as ZigBee, Bluetooth and WLAN. Of special interest to trade visitors from the process industry is WirelessHART, a wireless networking standard that enables components from a wide range of vendors to work with legacy systems. The new theme areas at the Wireless Automation display in 2010 include M2M applications, telemetry and telecontrol. This new content reflects expectations of major growth in

these markets in the coming years.

The Speaker's Corner is a valuable opportunity for direct knowledge networking, a platform where exhibitors can talk about their products and insights. A team of expert advisors from the Institute for Automation and Communication (ifak) will be on hand to match trade visitors with exhibitors.

Thomas Schildknecht, Schildknecht AG: **"Personal contact and advice are essential to ensuring our customers are able to operate wireless systems successfully. That is why the multi-disciplinary HANNOVER MESSE, especially the Wireless Automation center, is an absolute must for me."**

Identification, Vision & Protection

Theme pavilion featuring anti-product piracy innovations

As in past years, in 2010, HANNOVER MESSE will feature a dedicated display area for manufacturers of industrial marking and identification technology and image processing solutions. Located in Hall 17, "Identification, Vision & Protection" (formerly "Industrial Identification & Vision") will showcase a range of innovative product marking, identification, protection and tracking technologies. The highlights include RFID systems, barcodes, data matrix codes and industrial image processing.

to protect their brands and products against piracy if they are to retain their innovation capital and competitive edge.

One of the big highlights in 2010 will be the "Product Protection" pavilion, which will profile a range of current market solutions plus the results of a government-backed research project into piracy protection.



Spotlight on product protection

No matter what the industry, companies need



In the lead-up to HANNOVER MESSE, the Robotation Academy will be holding a congress on "New Possibilities in Image Processing – 3D – Color – Bin Picking." The conference will be held on 25 March 2010.

Further details: www.robotation.de (German only)

HANNOVER MESSE 2010 – 5 key benefits

1. Industrial Automation: this show is surrounded by displays on all aspects of industrial technology and thus offers enormous and unrivalled synergies.
2. The fair's smart layout channels visitors along carefully designed routes, facilitating new and exciting linkages between theme areas.
3. The central theme "HANNOVER MESSE 2010: Efficiency – Innovation – Sustainability" fosters innovation across nine flagship trade fairs.
4. All the latest trends and all industries in once place at one time.
5. Global knowledge-transfer hub with over 1,000 forums, congresses, discussion rounds and speaking events.

www.2010willbe.com

Check out the latest views on what "2010 will be"!

You too can help inspire business, government and industry to jointly drive growth through innovation.

Support the "2010 will be" campaign and submit your personal statement at:

www.2010willbe.com



Dietmar Harting, General Partner, Harting KGaA.

HANNOVER MESSE: Focus on core industry challenges

"HANNOVER MESSE 2010: Efficiency – Innovation – Sustainability." These core challenges facing the industrial sector will be explored in great detail at all nine flagship trade fairs at next year's HANNOVER MESSE. "Companies that succeed in intelligently meeting all three challenges will emerge from the current economic crisis stronger and prepared for the future," explains Wolfgang Pech, Deutsche Messe's Senior Vice-President responsible for HANNOVER MESSE. "The best solutions to these challenges – at all stages of the industrial value chain – will be on show at HANNOVER MESSE 2010." Automation, energy and mobility and industrial supply are the main display categories under which HANNOVER MESSE 2010 will plot these core industry trends.

PARTNER COUNTRY 2010
ITALIA

Italy strong on industrial automation

At HANNOVER MESSE 2010, the new Partner Country, Italy, will be mounting a major showcase in keeping with its status as one of the world's eight leading economies. HANNOVER MESSE's top foreign exhibitor nation will have a strong presence at the fair's industrial automation section as well as in the areas of industrial supply, renewables, compressed air, motive power transmission and electrical engineering.

Further details:

Italian Foreign Trade Commission
Schlüterstraße 39
10629 Berlin, Germany
Tel.: +49 30 8844030
Fax: +49 30 88440310
e-mail: berlino@ice.it
www.italtrade.com

YOUR CONTACTS

Deutsche Messe
Thomas Rilke, Director, IA

PROCESS AUTOMATION
Wireless Automation
Emanuel Marra
Tel.: +49 511 89-31146
emanuel.marra@messe.de

FACTORY AUTOMATION
Heinz Bösch, Mechanical engineering/
robotics
Tel.: +49 511 89-31132
heinz.boesch@messe.de

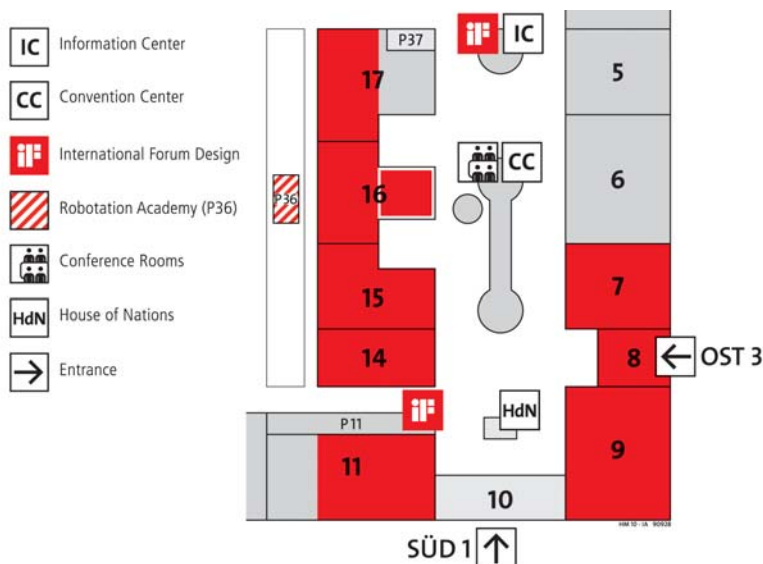
Markus H. Schorak, Electrical engineering/
Industrial Building Automation
Tel.: +49 511 89-31312
markus.schorak@messe.de

Susanne Schütz, Mobile Robotics &
Autonomous Systems, Identification,
Vision & Protection
Tel.: +49 511 89-31169
susanne.schuetz@messe.de

Ines Kirsch, Industrial Embedded
Tel.: +49 511 89-31145
ines.kirsch@messe.de

Sebastian Brinkel, Robotation Academy
Tel.: +49 511 89-31142
sebastian.brinkel@messe.de

Industrial Automation hall plan



- Hall 7** Process automation at control and field level • Wireless Automation
- Hall 8** Sensor systems • Image-processing sensors • Measurement and automatic control systems
- Hall 9** Sensor systems • Image-processing sensors, control systems • Industrial communication • IPC/SPS, Safety systems • Industrial Embedded
- Hall 11** Automation and power engineering solutions • Industrial communication • Building automation

- Hall 14/15** Electric drive technology • Control systems • Industrial communication • IPC/SPS, Pneumatics • Motion Control
- Hall 16** Linear motion systems • Mechanical engineering • Assembly and handling systems • Production logistics, general mechanical engineering • Mobile Robotics & Autonomous Systems
- Hall 17** Identification, Vision & Protection • Image processing • Robotics and automation solutions • Digital factory solutions • Assembly and handling systems

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