

### Digital Factory gets top marks from exhibitors

“Digital Factory is a perfect fit for our philosophy as software providers: ‘Software for perfection in production.’ Production industry decision makers who are committed to continuous efficiency improvement in their processes seek us out at our stand and find the answers they are looking for.”

Oliver Schmidt,  
Head of Business Development,  
PSIPENTA Software Systems GmbH, Berlin

### New theme area: Intelligent Production

The new Intelligent Production theme area at Digital Factory 2011 takes a close look at software-based production management solutions. The types of applications covered range from production planning and control (PPC) solutions, to advanced planning and scheduling (APS) and manufacturing execution systems (MES). The theme area also explores the linkages between these types of solutions and logistics, supply chain management (SCM) and intralogistics solutions.

Intelligent production determines the capabilities of individual components on their own and then integrates them to boost performance, the ultimate aim being to achieve sustainable gains in productivity. At Digital Factory 2011, leading providers of intelligent production solutions will demonstrate the great synergy benefits achievable through the integration of their products and applications.

In support of the theme area, the German Engineering Federation (VDMA) cites a recent survey of potential exhibitors by market analyst Trovarit AG: two thirds of the survey's respondents are in favor of a display on intelligent production at Digital Factory. Furthermore, these potential exhibitors believe the display should focus not just on individual solutions, but on the horizontal and vertical integration of business processes as well. The result: a presentation that brings together under one roof all aspects of an area of vital importance for the manufacturing industry.

## IT solutions for industry

Industrial process optimization powered by software applications – Intelligent production in the spotlight at MES Conference



#### Latest trends in industrial IT

Software has a big part to play in many of today's product innovations. Manufacturers are now leveraging digital methods, such as digital product development, design, simulation, validation and even commissioning, to intelligently plan, develop, test and build intelligent products. These trends and more will be on show at the Digital Factory trade fair at HANNOVER MESSE 2011. Digital Factory is the leading trade fair for industrial IT. All the top providers will be there.

#### Industrial process optimization

Product lifecycle management (PLM) describes one of many types of software tools that are central to industrial process optimization. The scope of PLM is steadily growing to encompass other business disciplines, such as product development and concept creation. This trend will be explored in depth at the Digital Factory fair, as will solutions that facilitate interdisciplinary collaboration across distributed processes.

Other keynote themes include the switch from conventional methods to a systems engineering approach, integrated data management, and the automated configuration and management of entire sets of machine and plant docu-

mentation. Exhibitors and visitors will also learn about the use of mobile devices, such as iPhones and other smart phones, and social computing networks, such as Facebook and Twitter, in industrial processes.

#### MES Conference

Another core theme at the Digital Factory fair is manufacturing execution systems (MES). In today's industrial landscape, MES are all but indispensable to the digital integration of data across all levels of production and management. These solutions will be discussed in detail at the MES Conference, one of the big highlights of the Digital Factory showcase. The Conference is organized and produced by the Association of German Engineers (VDI), the German Engineering Federation (VDMA), the Manufacturing Enterprise Solution Association (MESA) Europe, the German Electrical and Electronic Manufacturers' Association (ZVEI), and automation systems user association NAMUR.

For further details, visit  
[hannovermesse.de/  
digital\\_factory\\_e](http://hannovermesse.de/digital_factory_e)



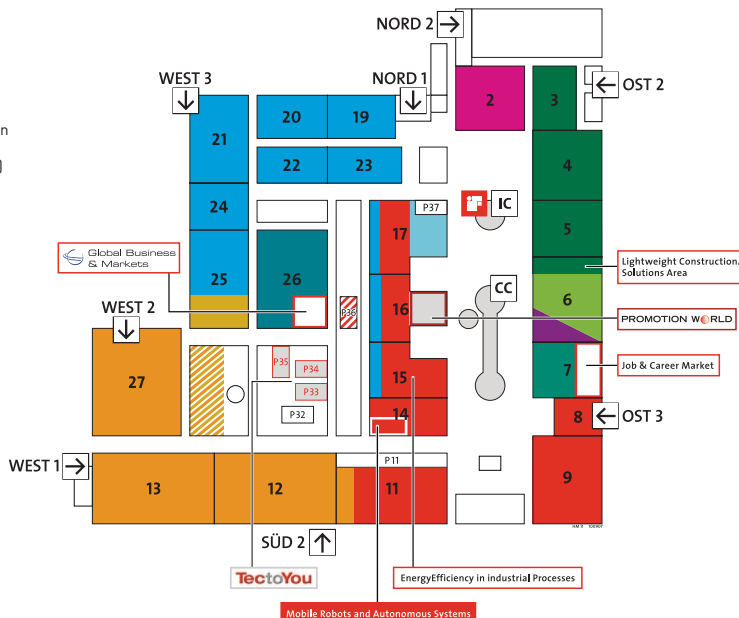
## France as Partner Country 2011

France will be the official Partner Country at HANNOVER MESSE 2011 with a showcase themed "Innovation for Sustainable Growth." France ranks alongside Germany as one of Europe's leading industrial countries. In 2009, Germany was France's biggest trading partner with around 114 billion euros in trade. Dr. Wolfram von Fritsch, Chairman of the Deutsche Messe Board of Management: "With France as Partner Country we have a strong ally indeed." For the industries that exhibit at HANNOVER MESSE, France is one of the most important sales, investment and cooperation destinations worldwide. The supporting program for France's HANNOVER MESSE 2011 showcase will provide answers to burning questions and facilitate direct dialogue with the country's captains of industry and science elite.

## Map of the exhibition grounds

- **Industrial Automation**  
Leading Trade Fair for Process, Factory and Building Automation Systems and Solutions (Halls 8-9, 11, 14-17)
- **Motion, Drive & Automation**  
Leading Trade Fair for Power Transmission and Control (Halls 15-17, 19-25)
- **Energy**  
Leading Trade Fair for Renewable and Conventional Power Generation, Transmission and Distribution (Halls 11-13, 27, FG)
- **Power Plant Technology**  
Leading Trade Fair for Power Plant Design, Systems, Operation and Maintenance (Hall 27)
- **Wind**  
Leading Trade Fair for Wind Generation Technology, Components and Services (Hall 27)
- **MobilTec**  
Leading Trade Fair for Hybrid and Electric Powertrain Technologies, Mobile Energy Storage and Alternative Mobility Solutions (Hall 25, FG)
- **Digital Factory**  
Leading Trade Fair for Integrated Processes and IT Solutions (Hall 17)
- **ComVac**  
Leading Trade Fair for Compressed Air and Vacuum Technology (Hall 26)
- **Industrial Supply**  
Leading Trade Fair for Industrial Subcontracting and Lightweight Construction (Halls 3-6)
- **CoilTechnica**  
Leading Trade Fair for Coil Winding, Electric Motor, Generator and Transformer Technology (Hall 7)
- **SurfaceTechnology**  
Leading Trade Fair for Surface Technology (Hall 6)
- **MicroNanoTec**  
Leading Trade Fair for Microtechnology, Nanotechnology and Laser Micro-Materials Processing (Hall 6)
- **Research & Technology**  
Leading Trade Fair for R&D and Technology Transfer (Hall 2)

- IC Informations-Centrum
- CC Convention Center
- ↑ Entrance
- if International Forum Design
- PROMOTION WORLD (H16)
- Robotation Academy (P36)



## Hot special displays: Technology Cinema 3D and RapidX

As always, the upcoming Digital Factory show will feature a number of special displays to draw the crowds. Among these is RapidX, which in 2011 will be in its fourth season. RapidX showcases entire development process chains live in action, from initial concept right through to finished product, focusing on the important role of IT along the way. The display's participants will include premium partner Festo AG & Co. KG, software firms Materialise and PTC, and hardware providers such as Electro Optical Systems (EOS) and Hewlett Packard (hp). One of the highlights is the development process chain behind the elephant's trunk-inspired bionic handling arm unveiled by Festo in 2010. The project required IT input in a whole range of disciplines.

In 2011, the Technology Cinema 3D digital visualization display will be held for the second time at Digital Factory. The display shows how moving 3D images can streamline industrial process design. 3D visualization is a powerful tool for presenting and communicating information that would otherwise be too voluminous or complex to understand or use.

The display will feature mono and stereo 3D solutions with and without tracking – as used in all key manufacturing industry processes.

## YOUR CONTACTS

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