

2010 will be

showtime for a future built on advanced software solutions: at HANNOVER MESSE.

Efficiency you can see

Digital visualization in product development is fast becoming the norm across all industries. It eliminates costly prototypes, reduces the number of development stages and nips errors in the bud before they become expensive to fix. That's according to experts and software providers. 2010willbe.com spoke with Dr. Christoph Runde, Technical Director of the Virtual Dimension Center.

Have your say at 2010willbe.com!

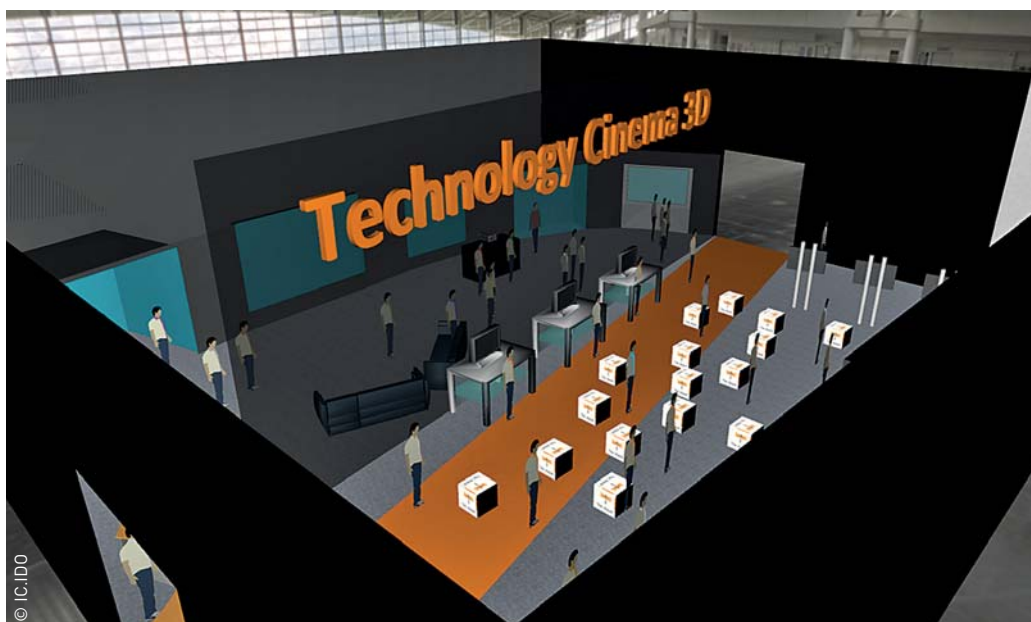
MES Conference and panel discussion

The keynote themes at Digital Factory 2010 include MES (manufacturing execution systems). MES use IT to manage manufacturing plant and equipment more efficiently and integrate them more closely into other areas of the value chain. The MES Conference premiered successfully in 2009 and is back again on 21 April 2010.

See page 2 for the full story.

See it at Technology Cinema 3D

Reducing costs by making processes visible:
Digital visualization is a core theme at Digital Factory



Digital Factory is one of the most important annual events for users and providers of industrial IT. Which is hardly surprising, given its strong focus on product and lifecycle management (PDM, PLM), production and process planning (ERP, PPS), production/automation (MES), process integration, order processing, technical sales and customer service. Foremost among the keynote themes at this year's Digital Factory is digital visualization. This reflects the growing trend in mechanical and plant engineering towards 3D product modeling, a broad area ranging from basic presentation solutions to high-end applications designed to simulate complex processes and interrelationships and make them transparent.

On show at Technology Cinema 3D: live applications from industry

This year for the first time the Digital Factory tradeshow in Hall 17 will feature a 3D technology cinema where visitors can learn about digital process visualization, virtual reality applications, and other industrial visualization software. The primary focus of the display, itself in 3D format, will be on how these applications can save SMEs money.

PLM providers optimistic about the future

Product lifecycle management (PLM) is gaining traction among industrial IT users. A recent survey of engineering software providers affiliated to

Germany's sender \ circle it-forum revealed that customers are using PLM solutions much more extensively than ever before.

This finding is confirmed by Michael Sauter, Senior Vice President and Country Manager for PTC Central Europe: "PTC was one of the very first companies to exhibit at Digital Factory. We have seen an increase in visitor numbers at our display stand every year, including the turbulent 2009 year, and so are very confident this trend will continue in 2010. PLM solutions help manufacturing companies optimize their product creation processes for long-term success. Our sales figures have been pointing to a return to sustained growth in demand for PLM solutions for several consecutive quarters now. For instance, in the quarter just ended, demand for our business-wide PLM solutions among large corporates increased by an impressive 195 percent. Demand among small and medium-sized companies is also slowly picking up again. We believe interest in PLM solutions will be very strong this year and are looking forward to exciting dialogue with our customers at Digital Factory."



For further information, visit:
[hannovermesse.de/
digital_factory_e](http://hannovermesse.de/digital_factory_e)

RapidX: development and production of a wind turbine



This year will be the RapidX special display's third anniversary at Digital Factory (Hall 17, Stand C48). The display, themed "Energy efficiency through efficient processes," centers around a lightweight micro wind turbine with a rated output of 4.2 kilowatts. Michael Brückmann, Manager Marketing & Communication Central Europe at Dassault Systemes Deutschland GmbH, explains: "We will be demonstrating the entire product process chain, from development to production, with reference to a micro wind turbine developed by our PLM customer Silent Future Tec. The turbine is made from glass fiber and carbon fiber-reinforced plastics and is especially well suited for ground-level installations. At the RapidX display,

we will be showing the entire process chain, starting with development of the turbine using the modeling tool in CATIA, spanning strength calculations, virtual tests, 3D animation and visualization, and ending with NC milling based on these modeling data." The turbine is 9 m (just under 30 ft.) high, has a rotor diameter of 4 m (13 ft), and is a vertical-axis turbine, meaning it is not affected by wind direction and will start rotating at wind speeds as low as 3 m/s (9.8 ft/s). It will be on display live in action on the open-air site on the northern perimeter of Hall 17 throughout HANNOVER MESSE 2010.

Further details: hannovermesse.de/rapidx_e

MES – Efficient Production 2010: better, faster, more transparent

continued from page 1

The MES Conference is back again at HANNOVER MESSE 2010 following its highly successful premiere last year. Held from 1:30 to 5:00 pm on 21 April 2010 in Rooms 15 and 16 at the Convention Center, this year's conference is themed "MES – Efficient Production in Germany" and is aimed at MES users. The conference is organized by Deutsche Messe in partnership with the Association of German Engineers (VDI), the German Engineering Federation (VDMA) and MESA Europe (Manufacturing Enterprise Solution Association).

The papers presented at the conference will outline case histories showing how the use of MES software can improve production, quality management and production throughput. There will also be a panel discussion on the benefits of

MES for companies implementing reduced-hours regimes and HR restructuring. Another main discussion topic relates to the newly defined MES Key Performance Indicators (KPIs) as distinct from other KPIs, such as those commonly used in enterprise resource planning (ERP), product lifecycle management (PLM) or automation.

The German Institute for Standardization (DIN) and the VDMA have now for the very first time arrived at a standardized definition of the KPIs to be used in MES systems. Up until now, different MES systems have had markedly varying approaches to the naming, definition and calculation of KPIs. In future, users of different MES systems will be able to compare "apples with apples".

hannovermesse.de/60602

"Synergizing, knowledge networking, sharing experience"



This year's Partner Country for HANNOVER MESSE is Italy. Former Ambassador Umberto Vattani, President of the Italian Trade Commission (ICE), explained Italy's vision for its Partner Country showcase at a press conference in Berlin on 14 January this year: "HANNOVER MESSE is all about shaping the future by synergizing, knowledge networking, sharing experience and transferring best practices. This is also the purpose of the partnership between Germany and Italy."

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

b2fair cooperation exchange



Staged in Halls 27 and 2 at HANNOVER MESSE 2010, the b2fair cooperation exchange is a way for exhibitors and visitors to meet new business partners from all parts of the industrial value chain. b2fair is strengthening its focus on its Digital Factory target group in order to help more exhibitors and visitors from the industrial software sector in their search for cooperation partners. Since 2005, b2fair has brokered meetings between more than 1,600 companies from around 40 countries. More than a third of the 18,000 initial contacts generated by the exchange have led to follow-up discussions. Further information at: b2fair.com/hannovermesse2010

YOUR CONTACTS

Deutsche Messe
Olaf Daebler, Project Director

Weert-Ellen de Riese
Tel.: +49 511 89-31135
weert-ellen.deRiese@messe.de

Kirsten Eichhorn
Tel.: +49 511 89-31649
kirsten.eichhorn@messe.de

Published by Deutsche Messe
Messegelände
30521 Hannover, Germany
Olaf Daebler (responsible)
Content & design:
media consulting hannover GmbH & Co. KG
Translation: Down Under Translation, New Zealand
Photos: Deutsche Messe
Text reproduction authorized on condition that the source is indicated; courtesy copies requested.