

# Messe News

March 2010

## Industrial Automation

PARTNER COUNTRY 2010  
**ITALIA**  
sustainable mobility



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19 – 23 APRIL 2010

## 2010 will be

a year of great challenges,  
but also a year of great  
opportunities, for companies  
committed to innovation.

Roland Bent, Managing Director  
PHOENIX CONTACT

### New weekly Automation Product Newsletter

Out now: the Industrial Automation Newsletter is now a weekly email publication available exclusively – and free of charge – to all Industrial Automation exhibitors at HANNOVER MESSE 2010. For you, as an Industrial Automation exhibitor, this is a fantastic opportunity to profile your new products and innovations free of charge all year round and keep up to date with the latest developments in your industry. The newsletter is e-mailed to more than 35,000 subscribers every week. Contact: [automationproduct@sps-magazin.de](mailto:automationproduct@sps-magazin.de)

### Meet the right people with the b2fair cooperation exchange

Located in Halls 27 and 2 at HANNOVER MESSE 2010, the b2fair cooperation exchange is a highly time- and cost-effective way for exhibitors and visitors to meet new business partners from all parts of the industrial value chain. b2fair offers tailored, sector-specific matchmaking services to a wide range of sectors, including the industrial automation sector. It organizes and coordinates B2B meetings based on its users' individual cooperation requirements. More than a third of the 18,000 initial contacts brokered by the exchange since 2005 have led to follow-up discussions. This year, b2fair is stepping up its matchmaking support for Industrial Automation exhibitors and visitors. For further information, visit: [b2fair.com/hannovermesse2010](http://b2fair.com/hannovermesse2010)

## Don't miss the No. 1 show on the automation industry event calendar!



### Why exhibitors and visitors value Industrial Automation

Dietmar Harting, General Partner, HARTING Technology Group: "HARTING has been exhibiting at HANNOVER MESSE since it was first held more than 60 years ago. HANNOVER MESSE is the world's leading industrial technology trade fair and the most important event on our tradeshow calendar."

### Industry needs efficient, optimized processes

"Industry now needs efficient, optimized processes in order to be able to manufacture cost-effectively and gear up for the challenges of the future. Efficiency and optimization are precisely what we deliver to our industrial customers. The Industrial Automation fair is where we meet potential customers who are looking for innovative solutions to enhance their productivity and secure their place in the markets of the future. It is the perfect place to talk to our customers in person about their application requirements."

### Making the customer more competitive

Michael Ziesemer, COO Endress+Hauser Group, is equally emphatic about the importance of advanced automation solutions: "We are proud to be able to provide our industrial process engineering customers with the robust measurement systems and innovative automation solutions they need to increase their competitiveness. Process automation is a true interdisciplinary technology, indispensable to a wide range of industries, including the chemicals, pharmaceuticals, oil and gas industries, the power station technology sector and the steel industry."

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### Global one-of-a-kind platform

"Industrial Automation is the tradeshow for our industry. No other platform anywhere in the world is as effective at putting our innovations in front of an international trade audience. After all, as a driver of innovation, the automation industry has a vital part to play in countering the current economic crisis."

For further information, visit:  
[hannovermesse.de/  
industrial\\_automation\\_e](http://hannovermesse.de/industrial_automation_e)

## “Doing nothing is not an option”

Continued from page 1

Exhibiting at HANNOVER MESSE is a key part of an effective marketing mix, especially in times of crisis. Matthias Goeke, Managing Director, IBG Automation GmbH, concurs: “The lesson to be learned from the economic crisis is that innovative companies with aggressive market strategies are the ones that last the distance, especially when the going gets tough. In the current climate, HANNOVER MESSE and its Factory Automation tradeshow are therefore an absolutely vital platform for marketing trailblazing technologies. The Goeke Technology Group has recognized the sign of the times and has acted accordingly – doing nothing is not an option. Our company has come up with a range of innovative technologies and automation solutions that we are keen to showcase at HANNOVER MESSE 2010.”

## Potential savings of 4,000,000,000 euros

Advanced measurement technology and process automation have the potential to save Germany around 50 billion kWh energy equivalent annually. In monetary terms that's about four billion euros. A recent study by the German Electrical and Electronic Manufacturers' Association (ZVEI) shows how. Felix Seibl, head of the ZVEI's measurement technology and process automation division, explains at [2010willbe.com](http://2010willbe.com)

# Efficient automation with rapid return on investment



### Total automation is not always necessary

This year, the themes covered by the live demonstrations at the Application Park display (Hall 17) are tailored to small and medium-sized enterprises (SMEs). The main focus is thus on efficient automation solutions that offer a rapid return on investment and are therefore financially within the reach of SMEs. This is important because smaller businesses typically have the most to gain from implementing automation – and the most to lose from not implementing it. Put simply, effective, cost-efficient processes are essential to surviving in today's competitive market and safeguarding local employment for local people.

The good news for SMEs is that total automation is not always necessary. Companies can still significantly improve their production quality and throughput by automating only specific, carefully selected strategic areas of their processes.

This year, Kawasaki and partners (including AKON-CAD, ATG Solutions GmbH/ „contect“, Brähmig Fluidautomation GmbH, Müller Maschinenteknik GmbH, S. DUNKES GmbH and Wallburg) will be showcasing applications in a wide range of areas, from palletizing, assembly and machine operation to pick-and-place systems. The main focus will be on solutions offering fast, easy installation and short payback periods.

Hall 17, G15.

## Learn about wireless machine-to-machine communication and interaction at the M2M Forum

Today's industrial machines and devices are able to communicate with each other wirelessly, thanks in large measure to mobile automation solutions. This phenomenon is the subject of the Wireless Automation special display at HANNOVER MESSE 2010. Sited in Hall 7, the display shows how the exchange of data between devices via wireless networks can optimize business processes and open up new opportunities for the manufacturing industry. The keynote themes are telemetry, telecontrol and machine-to-machine (M2M) applications.

The Wireless Automation display is complemented by the M2M Forum, to be held on 21 April 2010 at the Robotation Academy (see page 4). The M2M applications of GPRS, EDGE and UMTS are virtually unlimited, and include system data and alarm signal transmission and vehicle fleet monitoring to name but a few. M2M enhances business processes, reduces response times and detects errors very early. The result: optimized machine use, minimized downtime and enormous cost savings. The forum includes practically oriented presentations on M2M communication via cellular networks from the viewpoint of users, cellular telephony providers and software and hardware providers. Participation in the M2M Forum is free of charge. Registration is online. Further information (German only): [robotation.de](http://robotation.de)



Black ice early warning system with wireless M2M communication.

## Spotlight on embedded systems

Machine-sensor integration is fundamental to industry and will be in the spotlight at the Industrial Embedded pavilion, a new and highly innovative special display that premieres in Hall 9 at HANNOVER MESSE 2010. Industrial Embedded brings together product developers, production managers and software specialists for maximum synergy. The pavilion is sited in the center of the Industrial Automation show alongside big names like Siemens, Microsoft and Phoenix Contact, offering exhibitors – especially SMEs – an unrivalled opportunity to share expertise and present their developments and services to a wide range of industrial users.

In parallel with the pavilion, the OFFIS Institute for Information Technology will be advising users on new applications and future developments in embedded systems and the Robotation Academy will be running an Industrial Embedded Conference (see page 4).

# Hall 17 highlights: product protection and image processing

## Losses from product piracy total several billion euros annually

"Product piracy costs Germany's mechanical and plant engineering industry several billion euros in losses every year," explains Hannes Hesse, CEO of the German Engineering Federation (VDMA). "In response to this, we have set up AG Protect – the Working Group for Product and Intellectual Property Protection. It enables technology providers to take an integrated, joint approach to combating product piracy." Product piracy has been a threat to innovation for many years. Unfortunately, the protections provided by the law are not sufficient. Complete protection requires an integrated package of production-centered and IT-based solutions. This year, Germany's anti-product piracy providers will be profiling the piracy protection market and development pipeline in Hall 17 in the Identification, Vision & Protection display area – which includes the Product Protection pavilion.

Germany's government-backed "Innovations against Product Piracy" research initiative will be



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presenting its latest findings, including the world's first prototype of a machine tool in which each individual component is safeguarded against product piracy. In addition, on 20 April 2010, the Robotation Academy (Pavilion 36) will be hosting "Product Protection – Prevention of Product Piracy," an information day organized by the VDMA in association with Germany's Federal Ministry of Education and Research (BMBF). The event will examine a number of sophisticated protection measures and robust, fully developed protection solutions.

## Vision Application Park: Where learning about complex image processing solutions is child's play

The Vision Application Park in Hall 17 at HANNOVER MESSE 2010 demonstrates how different technologies, such as image processing, industrial handling and automation technology, work together to perform complex automation tasks. This is a fun, interactive display in which visitors



3S will be showcasing SECUTAG®, a system of micro-color codes that gives internationally patented protection against counterfeiting.

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find out first-hand how these disciplines inter-relate by taking miniature Playmobil figurines through a realistic test circuit. The figurines proceed through various tasks, from order placement and quality testing to final packaging, taking in all the key quality assurance and image processing stages along the way. At the end of the circuit, the visitors get to see their work for themselves and take their figurines home with them as a mementoes of their visit.

The Vision Application Park is staged by publisher Vereinigte Fachverlage Mainz GmbH in association with some 30 partners. "Our display integrates a range of disciplines into a single network and demonstrates clearly how they relate to each other," explains Dirk Schaar, Editor-in Chief of the Vereinigte Fachverlage Mainz-owned publications *IndustrialVISION* und *MSR Magazin*. "It is a cooperative venture that makes partners out of companies that would normally be competitors." Schaar sees the Vision Application Park as an excellent intensive introduction to a range of technologies.

# It's all action: mobile robots and autonomous systems

Mobile robots and autonomous systems will be delivering a whole lot more action at their new exhibition location at HANNOVER MESSE 2010. The displays of automated guided vehicles (AGVs) and service robots are now sited strategically along the north-south visitor route through Halls 14 to 17. This is a central location between the displays on production logistics, automation technology, materials handling and drive systems.

The many and varied applications of mobile systems will be on show live in action in special Mobile Areas in Halls 14 and 15. And to ensure visitors don't miss these exciting live demonstrations, the Mobile Forum will be traveling about on an AGV, visiting a different exhibition stand every 30 minutes. "We will be traveling from stand to stand, highlighting the unique features of each exhibitor's technologies to the public," explains Günter Ullrich, head of the AGV Forum (Forum FTS) and one of the Mobile Forum's traveling moderators. "A forum on mobile technologies that's actually mobile – now that's something new." On a similar note, AGV specialist Götting KG and a team of industry partners will be putting no less than eight

unmanned vehicles through their paces. "We started out last year with our 'Vehicle Ballet'," notes Götting proprietor Hans-Heinrich Götting. "At HANNOVER MESSE 2010, the vehicles will actually be moving synchronously in pairs, which will add to the excitement and raise the profile of the AGV sector."



Your opinion counts!  
2010willbe.com

## Premiere of Efficiency Days

Although central to all display areas at HANNOVER MESSE, the theme of energy efficiency in industrial processes will this year have its own dedicated platform at the Efficiency Arena in Hall 15. The Arena is the main hub of the all-new Efficiency Days, a series of events in which, on each day of the fair, experts will be outlining the latest trends and developments in energy efficiency in industrial processes. Participating companies can use the events to communicate their specialist expertise to carefully targeted audiences in the course of lectures, demonstrations and panel discussions. The presentations can be held in the Arena and at the exhibitors' own stands. The Arena will also feature a themed display area, where participants can enhance their profile with exciting, dynamic exhibits. The main Efficiency Days themes are: product development, production and maintenance. Further information: [hannovermesse.de/efficiencydays\\_e](http://hannovermesse.de/efficiencydays_e)

# Industrial Automation: year-round expertise and opportunities



True to Deutsche Messe's mission statement – *Benchmark for lead generation worldwide* – HANNOVER MESSE and its dedicated Industrial Automation showcase appeal to multiple sectors, enabling globally minded solution providers to get their message across to a select audience of potential buyers and users at one convenient time and place. Year after year, Industrial Automation builds bridges between international exhibitors and trade visitors to produce win-win business dialogue, knowledge sharing and community building. In keeping with this tradition, Deutsche Messe will soon be unveiling an array of new conferences, seminars and other features designed to generate year-round gains for Industrial Automation exhibitors and their customers. The aim is to establish Industrial Automation as a 365-day-a-year marketing platform and a gateway to the latest expertise and business opportunities.

## IA events worldwide

### Industrial Automation presence in China

This year (12 to 15 May) marks the start of a new era for Beijing's long-established FA/PA factory and process automation fair: it is now organized by Deutsche Messe and Hannover Milano Fairs Shanghai Ltd. Then, from 9 to 13 November, it's time for the Industrial Automation Show (IAS) 2010 in Shanghai. Further information: [fa-pa.com.cn](http://fa-pa.com.cn), [industrial-automation-show.com](http://industrial-automation-show.com), [hannovermesse.de/worldwide](http://hannovermesse.de/worldwide)

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## Robotation Academy: strong partner platform for SMEs

The Robotation Academy (Pavilion 36) is a highly successful partnership between 14 technology providers that offers a range of industry-relevant courses throughout the year, including during HANNOVER MESSE. It is an outstanding networking platform for the industrial automation industry and equips SMEs with vitally important expertise. The Academy is kicking off 2010 with four key conferences:

**Networked Robotics**, held on 4 March, will create synergies between the world's biggest ICT fair, CeBIT, and the world's biggest industrial technology fair, HANNOVER MESSE. IT experts and technology decision makers will use the conference to learn about the capabilities and applications of networked autonomous, mobile and robotic systems. On 25 March, the **1st User Congress for Industrial Image Processing** will examine the latest trends in image processing.



**The M2M Forum** [see page 2] will be held for the fourth time on 21 April, during HANNOVER MESSE. And last but not least there's the **Industrial Embedded Conference**, themed around embedded computers and microcontrollers in industrial contexts and staged on 22 April to coincide with the Industrial Embedded pavilion at HANNOVER MESSE (see page 2). Further information (German only): [robotation.de](http://robotation.de)

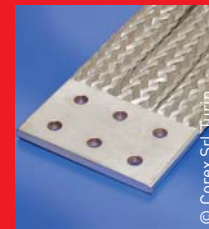
## Angela Merkel and Silvio Berlusconi to open HANNOVER MESSE 2010



This year, HANNOVER MESSE, the world's biggest industrial technology expo, will be opened by German Chancellor Angela Merkel and Italian Prime Minister Silvio Berlusconi. The opening partnership mirrors Italy's Partner Country status at this year's fair. The Italian showcase will include a strong focus on industrial automation.

Further details:

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Tel.: +49 30 8844030, Fax: +49 30 88440310  
[berlino@ice.it](mailto:berlino@ice.it), [italtrade.com](http://italtrade.com)



The Italian Trade Commission (ICE) pavilion in Hall 14 will be home to numerous Italian firms, including Corex Srl Turin, maker of flexible copper and aluminum connectors for high-voltage applications (photo left), and Mollificio Cappeller, which manufactures springs, specialized stamped parts and precision components.

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