



Ladies and Gentlemen,

Starting in June many VIPA partners will take some time off for summer holiday. At first view, the holiday season is a time to idle away and relax by doing sports or following our hobbies. At the same time, it is a period for collecting new impressions and developing ideas. In this regard, a joyful holiday has an impact on business activities. It is important to change perspectives and regain our strength. We wish you a pleasant holiday and are looking forward to tackle the second half of our business year on return. Enjoy reading our newsletter. Your feedback is always welcome.

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Quality department further strengthened



As part of our efforts to improve our quality control, we have employed a new colleague, Mr. Stephan Schuh, several weeks ago. Mr. Schuh has vast experience in material examination. Among others he worked for TÜV, an official certification institution in Germany, during his career. He will therefore be an ideal candidate to complete our quality control department and we wish him every success in his new job.

AUTOMATICA 2012 in Munich

From May, 22nd to May, 25th the AUTOMATICA 2012 took place in Munich and VIPA was present. This show, which is held every second year, is becoming more and more an international top-event, recognized and appreciated European wide. AUTOMATICA became an international central meeting point for manufacturers and users of assembly and handling technology, robotics and machine vision. It is equally ideal as a platform for suppliers of the



associated technologies.

In this way, AUTOMATICA is able to cover the entire spectrum of automation. From individual components through to complete systems, from concrete applications through to relevant services, AUTOMATICA exhibits entire value-added chains while bringing together suppliers and customers from all over the world and meeting their respective needs. From management board members via production and works managers through to developers and designers.

For VIPA the show became one of the most important international events meanwhile. We were pleased to welcome customers and prospects from all over Europe.

For the AUTOMATICA 2014 we will prepare a even more international focused presentation.

More details about AUTOMATICA in Munich:

www.automatica-munich.com/en/Home/cn/Visitors/vicn/exhibition-areas

www.automatica-munich.com/en/Home/cn/Exhibitors/ehcn/price-application/Application

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VIPA Italy exhibits on SPS exhibition in Parma

From May 22nd – 24th, 2012, VIPA Italy was present on the SPS exhibition in Parma.

This SPS fair is one of the most important events for automation technology and during the whole show more than 14.000 visitors attended the exhibition.

With their inviting booth design, VIPA Italy could attract more than 150 new contacts not to mention the importance of communication exchange with existing clients.

The fair was very successful and follow-up contacts have already started. VIPA Italy will exhibit there again next year.

AD Elektronikk AS exhibited at the trade fair Eiladen in Lillestrøm Norway from June 4th – 7th, 2012

For the first time the VIPA products were presented on a Fair in Norway from AD Elektronikk AS that became a VIPA distributor in November last year.

The big players Beckhoff, B&R and Phoenix Contact were also participating in the show, whereas Siemens was only presenting solutions for building automation. With the support of our Area Sales Manager, Luc Heynickx, the main focus on the booth was introducing the VIPA PLC and SLIO system at this trade fair, AD Elektronikk AS is well known in Norway as a competence center for PROFIBUS and PROFINET. We wish them a good start with the VIPA business!



EFO exhibits at Energetika + Elektrotechnika St. Petersburg

For the coverage of the vast Russian market there are many ongoing marketing activities. In St. Petersburg, our partner EFO was present on the Energetika + Elektrotechnika which was held from May 22nd – 25th.

The fair has provided an ideal contact platform for system integrators, electric machinery producers and resellers. Follow-up work is already in process.

VIPA conquers new markets in Siberia

Siberia is out of reach?

Not for VIPA!

Recently some VIPA workshops were held in the Ural region. Alexey Barmin, Director of VIPA Service Moscow and Andrej Soares from the VIPA Germany export department have done some local seminars successfully. Large interest was shown, certainly, in part because VIPA is a pioneer and hardly anyone dares to travel thus far in the world.

The Ural region borders to Siberia, which is an exceedingly important industrial region in Russia. Ekaterinburg is the capital, its name means *city of Ekaterina*, named after the Russian Empress Catherine the Great, who had deep German roots. She was duchess of Holstein-Gottorf and mistress of Jever since 1793. She was the sole ruler in Russia, who was awarded the epithet *the Great*. She was very popular and appreciated; Russia was revitalised under her reign, growing larger and stronger than ever and becoming recognised as one of the great powers of Europe.

VIPA is also highly appreciated in the Ural region. Today there are many important VIPA customers who make a significant share of sales of VIPA in Russia. Among others, the robustness of system 200V and the performance of 300S are well recognized there.



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Business Cards in the New Design

Complying with our new CI, this week our new business cards were released.

The edition of VIPA Germany employees shows not only their name, function, the company logo and address, but also a photo of the mentioned person. On the green back of the business card is printed only the address of the VIPA homepage.

Assure yourself on the basis of the shown example of their professional appearance!



NEW VIPA – adverts

Dear partners, you all know about our new CI & CD – with our last few newsletters and sales notes you got all related information and details of the new VIPA appearance and the new VIPA face.

Please note that our VIPA adverts are also new. We want you to make sure that you use for your VIPA advertisements our NEW adverts.

Generally we are focusing two strategical targets. **Brand Image** and **Product Information**.

You can find them for download in our EXTRANET:

www.vipa.com/de/extranet/new-vipa-ci-cd/new-advertisement/image-advertisement/

For more information and special requirements please contact us!

Brand

Product

Brand



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News in 200V

Known as VIPA's good selling line, the product range of our system 200V was enlarged by two new modules, the 214PG and 215PG. These were introduced via circular email and Sales Note last week. Amongst others the new "PG CPUs" offer the following advantages:

- Entry CPU for middle size applications with integrated Ethernet port
- Competitive price/performance ratio
- Complementation of the existing CPU family

Another change in 200V is the modification of the CPUs, announced also via Sales Note this week: To complete the restructuring on this important VIPA System, we are pleased to inform you about the sales release of a complete line of -x3 CPUs. Following are the main facts:

- Work memory was increased by up to 100 %
- Some prices were decreased: The maximum list price of 200V CPUs (x3) is now 990 Euro.
- Upgrading a CPU of x2 version to x3 is not possible.
- CPU 216 will be discontinued but can be ordered as spare part for the time being.



HMI

The new touch panel brochure is online. You will find the name changed from classic panels to professional panels. Please log in to the extranet and find out!

[TouchPanel brochures](#)

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Please feel free to forward our newsletter to your customers. You are invited to give us feedback, advice, suggestions or topics of interest for the newsletter. Send your email to: katja.muenster@vipa.de

Your VIPA Expert team

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