



EXPORT NEWSLETTER

Issue: July 2012

Ladies and Gentlemen:

In our fast-paced world abbreviations sometimes are posing a challenge. Do you know what LOL means? – “Laughing out loud” might be known as general web language. However, in terms of business short communication might be confusing. Have you ever heard about CCB, PMM or Q7? – The **C**hange **C**ontrol **B**oard is a supervisory board managing the company development; **P**roduct **M**anagement **M**eeting is self-explanatory. Q7 is a **Q**uality Circle with participants from each company department. To the contrary, our newsletter will always remain a structured and comprehensive means of communication.

Enjoy reading what happened last month.

TOPICS

VIPA INTERNATIONAL

- Welcoming new team member at VIPA China
- VIPA France: Success and SPEED inseparable
- VIPA exhibits on RAX exhibition in Israel from June 26th – June 28th, 2012
- VIPA is expanding their forces in Russia
- VIPA holds first national sales meeting in Spain

VIPA PRODUCTS

- Teleservice News

DID YOU KNOW...?



Welcoming new team member at VIPA China

Ms. Wendy Liu has joined VIPA China as administrative assistant starting July 1st, 2012. Among her job duties there order processing as well as office support like making appointments or arranging meetings.

We welcome Ms. Liu and wish her every success in her new job. With a stronger back-office we will be able to further increase our forces in China.

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Success and SPEED inseparable

Mr. Frédéric Hemard, technical director of VIPA France, has again beaten his own record. Being a highly enthusiastic runner, Mr. Hemard took part in the half marathon of Troyes, capital of Aube department in the north-central of France, in May 2012. He managed to shorten his cycle time to 1h 30min 30s and achieved place 136 of a total number of 755 participants. Congratulations!



[Semi-Marathon de Troyes 2012: L'arrivée](#)



VIPA exhibits on RAX exhibition in Israel from June 26th – June 28th, 2012

Since almost 10 years VIPA has been represented by C-Vision company in Israel and developed to one of the PLC brand leaders in the market today. Israel is a colorful and high-contrast country with deep traditions and high technologies. Especially SPEED7 is highly appreciated there for its performance and flexibilities. At the RAX exhibition in Tel Aviv, C-Vision presented the VIPA Systems among other great brands of their portfolio. "It was our best fair up to now" confirmed Chen Berger, CEO from C-Vision.

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VIPA is expanding its forces in Russia

A new office in Moscow for VIPA Service Ltd was officially opened this month. Alexey Barmin, the general director is very experienced with VIPA and is supporting our customers there. With this step VIPA is significantly improving its positioning in this important market. Have good SPEED!



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VIPA holds first National Sales Meeting in Spain

On June 25th 2012, VIPA Spain rallied their sales force for the first time to a national sales meeting at St. Cugat del Vallès, about 30 kilometres from Barcelona, where the Spanish headquarters are located, too.

Among the topics, the introduction of the VIPA PROFINET technology was one of the most important issues. Additionally, the launch of ecoPanels and the introduction of the new company CI where focused in the seminar. On this occasion, Mrs. Susanne Kűfner, organization responsible of VIPA export department, took the opportunity for professional exchange regarding efficient cross-country administration in the VIPA sales network.

Mr. Andrej Soares, export manager of VIPA Germany, and Mr. Ramón Maldonado, CEO of VIPA Spain, lead through the workshop. They mutually agreed to continue this meeting in the next years: "The communication among all sales people and the personal relationship is motivating and encouraging. We are highly satisfied with the feedback and the results."

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Teleservice News

The Talk2M Server is now usable as an



email and SMS message server. There is no free mail provider needed anymore. GMX, Web.de, yahoo.com, etc. will become superfluous. If these providers were changed or cut off, emailing became impossible.

Now, with the Talk2M server Emails are free and unlimited in quantity.

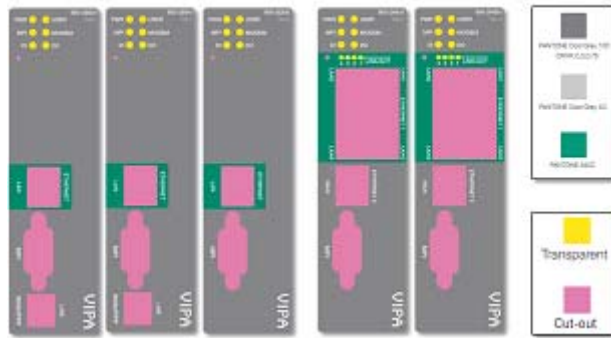
Devices without modem (e.g. 900-2H611) now also can send SMS messages.

The number of SMS messages is unlimited, but there has to be a credit on the Talk2M

account. The price for a SMS message is 0,30 €, uniform worldwide.

It is disposable for every TM-E and TM-H module, it only requires the new firmware version 6.4S3.

There will also be a change in the design, starting from August. The teleservice modules will be provided with a new front foil, according to our new CI. No technical changes will be made. The advantage is that we then have a consistent presentation of our products as well as there is no longer an analogue/ISDN interface apparent on the GSM/GPRS teleservice devices.



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... that in the last 10 years VIPA supplied worldwide 163.915 CPUs? This means millions of VIPA components exist around the world.



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 Export team

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