



EXPORT NEWSLETTER

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Ladies and Gentlemen:

Innovation can be described from different perspectives.

It can be a novelty, i. e. a unique product which has been unknown so far. It can be transformation - a change of values over the time – and an advantage for our own use or towards our competitors.

These considerations lead us to this year's SPS exhibition, on which we will introduce our new developments. They will appear in our new CI and therefore have an increased recognition value towards our clients.

The SPS exhibition will take place from November 27th – 29th. If you haven't registered yet, please do it now.

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- Debut at Industrial Automation North America
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VIPA MARKETING

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VIPA NEW PRODUCTS

- New VIPA TM-C Router
- Eco PROFINET CPU

DID YOU KNOW...?



VIPA GENERAL

VIPA presented at MOTTEK Exhibition, Stuttgart



From October 8th – 11th VIPA took part in MOTEK exhibition – one of the most important fairs in Germany. This event puts the main focus on production and assembly automation, material handling and supply. VIPA participates every year. This year we could again generate several hundreds of sales leads from Germany and abroad.



MOT EK



VIPA INTERNATIONAL

Satomec exhibits at SINDE X Switzerland

From September 4th – 6th, 2012 Satomec was present on the SINDE X exhibition which is held in Bern every two years.

This fair stresses present and future technology in automation and electronics. The idea was well communicated with our booth on which many application examples of VIPA modules were shown.

Satomec is glad about having received so many visitors again and will attend the next event in 2014.



Debut at Industrial Automation North America (Chicago, USA)

For the first time ever, VIPA USA presented an own booth at the Industrial Automation show in Chicago in September this year.

This show is the US equivalent to the Hanover Fair in Germany and therefore an ideal platform to raise attention in the automation industry. During this one week we have collected several hundreds of contacts which makes our first participation a great success.



Sensor Control Nordic exhibits at the Scanautomatic fair in Göteborg

From October 9th – 11th, 2012 SCN was present at the Scanautomatic exhibition which is held in Göteborg every year.

This fair is probably the biggest automation fair in Scandinavia where all the big automation players are present. The VIPA booth was directly opposite to the Siemens booth, what made a very good impression. Although a bit less than in the previous years, SCN received still quite a lot of customers in these 3 days and will most likely also attend the next event in 2013.



Sensor Control Nordic exhibits at the Tekniikka fair in Finland

In the same week as Scanautomatic but from October 10th – 12th 2012, SCN was also present at the Tekniikka exhibition which is held in Jyväskylä.

The theme selected for the exhibition, "Recycling, Efficiency, Optimisation", excellently reflects the exhibition offer. The core-group of the visitors – management representatives and professionals of engineering, R&D and production – are again provided an opportunity to see the latest innovations of the field and

meet with other professionals, all at the same time, under one roof.

SCN was represented by Erik Ahlqvist from Sweden and our new colleague at SCN Miikka Kesäläinen from Finland!

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VIPA Netherlands exhibits at the Industrial Automation & Drives fair in Utrecht

From October 2th – 5th 2012, VIPA NL attended the “Industrial Automation & Drives” exhibition which was held in Utrecht, the Netherlands.

The branch organization FEDA and organizer VNU Exhibitions Europe are organizing the new Industrial Automation & Drives event together. This industrial event is a combination of the trade shows Industry & Automation and Aandrijftechniek (since 1976).

By combining the two, a very special concept was created, which fits perfectly with the current market developments.

Quite amazing was the fact that the company Siemens was not attending this exhibition in the Netherlands and also VIPA NL has some doubts whether to participate in this event in the future.



Strategy in the Ukraine

Some months have passed since everyone was talking about the European football championship in Ukraine with two impressive stadiums in Kiev and Donetsk.

Last month we launched two workshops in these important cities – not at the stadiums – but at the installations of our Ukrainian partner, SV Altera. The presentation at the Technical University in Donetsk was also a great success. VIPA is well-known there,

since at their “controller base automation” classroom eight study places were already equipped with VIPA. Additionally another six universities and technical institutes around the country have classrooms equipped with VIPA PLCs. SV Altera has followed this strategy since almost eight years with great success. Meanwhile Ukraine is one of the top 10 markets for VIPA worldwide.



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New CI in practice

The preparations and translations of the new product presentations are in full swing.

Our advertising agency did a great job. The presentations are very professional, look stylish (new CI of course!) and offer many details to the products. They provide facts (e. g. technical data) and sales arguments, describe advantages, give an overview of the different modules, etc.

You really can look forward the upcoming release of the presentations!

Yet our SPS fair booth is also newly-arranged in the new CI.

We are looking forward to meet you there, hall 7, booth no. 340.



The new VIPA TM-C Router

Last week we released our new TM-C Router. It has the same hardware and the same communication interfaces as the TM-H. The reduced web interface makes installation and administration more than simple. It offers an easy entry to the industrial remote maintenance by low entry level price, the opportunity to build up new customer segments and the possibility to meet serial demand. Find more details in the presentation that came with the sales release.



ECO PROFINET CPU

The release of our PROFINET CPU is behind schedule. We expect the launch of the new 315-4PN33 in December 2012.

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...that up to now, altogether 111 people were trained with VIPA products at home and abroad in 2012 so far? This is a great sign of interest in our systems and shows the competence of our partners and staff.

