

# Hand in Hand with the Times

**SPS IPC Drives 2015 is coming while Industry 4.0 continues to grow in relevancy, and they're a perfect fit for each other**

Alex Cannella, News Editor

**Out of the endless tide of shows happening this time of year, SPS IPC Drives may not be the brightest blip on your radar.** It's not quite the monolithic event its near neighbor, the Hannover Fair, is, and it's a lot farther from home than something like Gear Expo. Only a few thousand Americans and a handful of exhibitors make the trip across the pond to go there each year. Most companies operating in the US understandably leave this show to their more local European branches to cover. But when it comes to electric automation, something a lot of our readers *do* care about, it's the place to be in November, which means that even if you aren't going, Europe's bound to show off something new and shiny that you're going to want to know about.

And in the hype leading up to SPS IPC, two words keep constantly being tossed about: Industry 4.0.

The (relatively) new buzzword for the growing push towards digitalization and automation of the workplace has been on a lot of lips lately. And while SPS IPC is neither the first industry event to focus on it nor the end all authority on it, you can be sure that the show will be as important to Industry 4.0 as Industry 4.0 is to the show.

As a German show entirely about electric automation, it shouldn't come as much of a surprise that SPS IPC would make Industry 4.0 a centerpiece at the show. It isn't just a newly German-coined catchphrase, it's a trend in the same spirit of what SPS IPC has been working towards for over two and a half decades. The two fit together so naturally that it was only a matter of time before they came together.

Taking (literally) center stage in Hall 3A, a joint stand on Industry 4.0 entitled "Automation meets IT" will be devoted to exhibits and lectures on the

latest in Germany's industrial revolution. The joint stand, which will be taking up two full booths, is the joint effort of ten separate companies, the most notable amongst them being Bosch Rexroth and Siemens.

On their website, SPS IPC is describing the exhibit as a place where speakers will "give visionary impulses and present IT-based solutions in the field of automation technology on the way to the digital production of the future as well as databased business models."

Rounding out the fair's official Industry 4.0 offerings will be the "MES goes Automation" stand, which will provide visitors with information about manufacturing execution systems, and the "DFKI-SmartFactory" booth, both situated a stone's throw from the main joint stand.

SPS IPC isn't the only one doubling down on Industry 4.0. Individual companies will also be showing off the latest in automation products, not least amongst them being Siemens, whose motto going into this show will be "On the Way to Industrie 4.0 - Driving the Digital Enterprise." Many of their most highlighted products for this year's show, such as the Siemens Cloud and TIA Portal, all have to do with automa-

tion. Other particularly noteworthy products Siemens will be showing off are the Simotics S-1FG1 servo geared drive motor with finely-graduated transmission ratios, and the Sinamics S120, a highly modular and flexible cabinet module drive package (which, coincidentally, you can read up on in our product news section in this very issue or online).

"We want to show the really aligned combination of how a drive system and a motor can work together for maximum energy efficiency, for maximum power, and also for maximum

engineering efficiency using the complete, totally integrated automation," Heinz Eisenbeiss, head of the Siemens booth at SPS IPC Drives, said in a pre-show press conference.

Siemens will also be showing off one of their drive systems at work in a paper producer, a complex system with numerous individual drives. Siemens will be using the display to highlight the advantages of using an IDS.

Amongst the small village of Siemens' booths and their dozens of other products on display, they'll also be showing off their Sirius ACT push buttons and signaling devices, version 9.0 of their Simatic Process Device Manager and the Bipex-X and Sipex backlash free Flender couplings.

Voith will also be making an appearance at the show, bringing along their CLDP servo drive, which combines the benefits of electromechanical drives with those of hydraulics. Voith's servo drive features wear-free operation and a service interval of three years. It comes in three different designs: linear, orthogonal and parallel, and covers a power range up to 1,000 kN and speeds of up to 1,000 mm/s.

Amongst the few pioneering souls striking out from the US to SPS IPC is Celera Motion, the newly formed combination of optical encoder producer MicroE and drive manufacturer Applimotion. SPS IPC is nothing new for the MicroE side of Celera, but this is the first time they'll be bringing Applimotion products along to the show, as well.

"This is the first time Applimotion motors will be displayed," David Kosewski, product marketing manager of Celera Motion, said, "and one of the first two shows globally where we are present as Celera Motion. Past experience at the show has been good for MicroE, though we feel that Celera



Motion has a much more compelling value proposition with its expanded capabilities to solve OEM motion control challenges.”

At the forefront of Celera’s product display will be two new encoders, Optira and Veritas. Optira (also in our Product News section this issue) features a high resolution with multiple processes occurring in the sensor head, as well as wide tolerances and Celera’s PurePrecision optical technology for ease of setup.

“Optira is the only encoder in its class to provide a resolution of up to 5nm with all automatic gain control, interpolation, and signal processing carried out in the sensor head,” Kosewski said.

The Veritas encoder features many of the same capabilities as the Optira, but its main draw is its size: only 35 × 13.5 × 10 mm. With automatic cali-

bration, Veratus is designed for plug-and-go setup with resolution from 5 μm to 20 nm.

Though Celera’s encoders are already regularly shown off at SPS IPC, this year’s show is an important debut in the European market for their Applimotion motors.

“We are just beginning to share, beyond the traditionally North American customer base, the capabilities of Applimotion OEM-specific motors assemblies and mechatronic solutions built around those motors,” Kosewski said. “So we are excited to share this, as well as our new encoder developments, with the visitors of SPS IPC Drives. Reaction by our customers has been overwhelmingly positive, and we look forward to using the show as a broad opportunity to share information about the innovation, expertise

and vision Celera Motion has to offer.”

This year’s SPS IPC Drives will feature over 1,600 exhibitors in 14 different halls, making this one of its biggest years thus far. As all the main European players in the field gather, SPS IPC is set to be this year’s closing statement on the state of the electric automation industry. You may not be going in person, but SPS IPC will be hard to ignore.

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