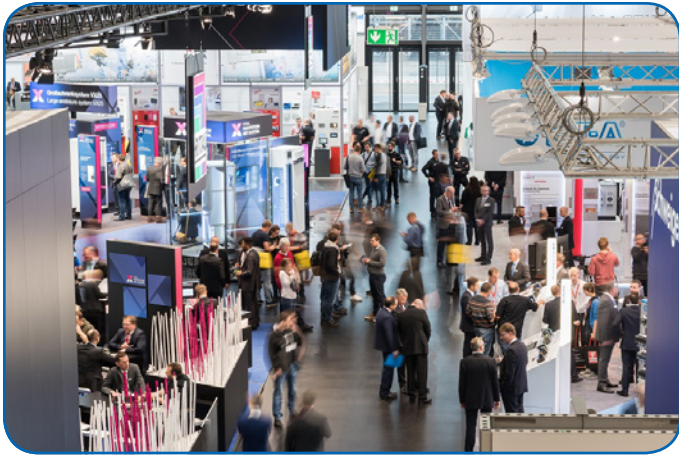


SPS Smart Production Solutions

CELEBRATES 30 YEARS

Despite the challenging economic climate ahead of the SPS anniversary exhibition, the outlook for the trade show is once again very positive and testifies to the importance of the exhibition for smart and digital automation. Some 1,650 automation technology providers from all over the world are expected as exhibitors in Nuremberg from November 26–28, 2019. The exhibition will showcase current products and solutions in industrial automation as well as trend-setting technologies of the future.



Exhibition visitors will benefit from the wide range of products and services offered by national and international automation and digitalization providers, and within one day will still be able to gain a complete overview of the market. This explains why 71% of the visitors recorded by exhibition organizer Mesago to the automation trade show are day-visitors. 7% of visitors conduct their technology research over the full three days of the event. Last year, 27.6% (18,154) of the visitors came from outside of Germany. 47,546 of the previous year's visitors came from within the country. The positive impressions from the trade show were shared by these visitors:

“For me, the SPS is the best trade show around — a must for anyone working in automation technology,” commented Wolfgang Lex, technology and maker project manager at Conrad Electronic SE.

“The SPS is the highlight of the exhibition year for me. It acts as a beacon for the automation industry. Pooling automation and IT supports the journey to digitalization. At the event we really meet all the decision-makers from automation technology. The exhibition is invaluable for us,” Lorenz Arnold, managing partner, MGA Ingenieurdienstleistungen GmbH.

Digitization is having a major impact on the automation industry. Exhibitors will therefore present not only their solutions, but also various products and example applications for digital transformation at the event. IT providers are also increasingly represented at the SPS. The appeal is the strong emphasis on presenting the IT topics in cooperation

with the automation companies. Topics such as big data, cloud technology, 5G and artificial intelligence are often presented jointly with automation providers with practical examples and demos. In addition, topic-related showcases and presentations at the exhibition forums help to illustrate digital transformation in the manufacturing industry.

This year, the guided tours once again offer visitors from Germany and abroad the opportunity to visit innovative exhibitors for a concise overview of specific topics, including machine learning and AI, product and machine simulation, industrial security in production, cloud ecosystems and predictive maintenance. The focus of the tours is on real use cases.

Attendees can also obtain extensive insights into specific topics and ask providers for advice on their particular requirements at the joint booths:

“Automation meets IT”, (Hall 6)

“AMA Center for Sensors and Measurement”, (Hall 4A)

In addition, the forums to be held by the German industry associations VDMA (Hall 5) and ZVEI (Hall 6), as well as the exhibition forums (Halls 3 and 10.1), will offer high-quality, topic-specific presentations and podium discussions. There, attendees can learn more about the latest industry subjects and share their thoughts with the experts on hand.

For anyone interested in more in-depth information about current automation topics, the Congress that accompanies the SPS and organized by WEKA Fachmedien is ideal. In practice-based sessions of 4 hours' duration, this year will see a focus on the topics: 5G, TSN, and OPC UA in industrial environments, securely connected — from the sensor to the cloud, IoT Platforms — best practices, and flexible automation for little money — what does robotics offer?

As of 2019, SPS IPC Drives has a new name: SPS — Smart Production Solutions. While the title of this exhibition may have changed since its inception thirty years ago, the proven concept and areas of focus will stay the same and continue into the future. In this way, event organizer Mesago Messe Frankfurt GmbH, is taking the digital transformation of the industry into consideration while continuing to promise relevance, expertise, and exchange on equal terms. (*spsexhibition.com*)

Beckhoff Automation

HIRES PACKAGING INDUSTRY
MANAGER

Beckhoff Automation LLC hired **Mark Ruberg** as packaging industry manager to further strengthen its presence among U.S. packaging and processing OEMs and manufacturers of consumer-packaged goods (CPGs). Drawing on impressive packaging industry experience and leadership skills, Ruberg will oversee sales efforts and application support for new and



existing Beckhoff customers focused on the packaging and processing of goods across the U.S. Ruberg is joining Beckhoff at an opportune time, as the company has accelerated the introduction of automation technologies for packaging applications in recent years, most notably with the mechatronic eXtended Transport System (XTS).

Ruberg's experience in packaging and plastics most recently involves serving as a regional sales manager for Conair Group, Inc. His resume also includes seven years at packaging machinery company ProMach, Inc., first as director of corporate business collaboration, then vice president of ProMach Business Process and finally overseeing business development of ProMach's productivity software, ZPI. Ruberg previously spent 15 years at plastics machine builder Milacron, where he started as a sales engineer and ended as managing director for the Americas.

With the hiring of Ruberg, the previous packaging industry manager, Joe Martin, can focus exclusively on his role as west region manager.

"We are excited to harness the extensive packaging industry knowledge that Mark brings to Beckhoff," said Kevin Barker, president of Beckhoff Automation LLC. "Mark has been an active member of the Packaging Machinery Manufacturing Institute (PMMI), serving on their Global Marketing Committee and several of their OpX work groups. He has served on the global board of directors for the Organization for Machine Automation and Control (OMAC) and participated in updating and promoting the PackML standard. As a champion of EtherCAT and PC-based automation technology, Mark will be a great asset to our team moving forward."

Ruberg holds a bachelor's degree in physics from Thomas More College and a master of science in mechanical engineering from University of Cincinnati. He also founded and serves as director for the nonprofit O2 Urban Farms, which builds aquaponics farms to provide fresh produce and year-round job opportunities to people living in food deserts.

(www.beckhoffautomation.com)

United Stars

HIRES MCKERNIN AS GEAR GROUP SALES AND MARKETING DIRECTOR

United Stars, Inc. recently announced the appointment of **Michael McKernin** as the gear group sales and marketing director. With 35 years in the gear industry, McKernin brings experience in all aspects of gear engineering, manufacturing and sales. He will lead the value-added strategy to continue customer relations, offer solutions and products along with broadening the end-user markets and industrial applications.



With a degree in Manufacturing Engineering Technology from Bradley University, McKernin has been involved in all aspects of gear manufacturing, from machine tool operation

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to corporate management—including being the president at his previous company. McKernin currently serves as the chairman of the Business Management Executive Committee (BMEC) for the American Gear Manufacturers Association (AGMA) where he oversees the managerial and educational programs along with committee activity for AGMA members in manufacturing.

“I look forward to working with the great people at United Stars,” McKernin said. “The company vision and quality products coupled with my experience in the industry, will make a great team.”

United Stars, Inc. created this new positive for McKernin to increase opportunities and expand growth for the three gear companies currently in the United Stars, Inc. corporate holdings.

“Having Mike join our team is going to push our products even further,” said Richard Van Lanen, president of United Stars, Inc. “His passion for the industry and unparalleled customer service skills will help to grow our brand and the customer base we currently have.” (www.ustars.com)

Heidenhain

OPENS CENTRAL U.S. SALES OFFICE



Heidenhain announces the opening of a new central U.S. sales office as part of the company’s continued North American expansion efforts. Operating in Longmont, CO, this new office now provides direct sales support for central U.S. and Mexico territories, previously managed in either Heidenhain’s longtime Illinois or its 2017-established California headquarters.

“This new development allows Heidenhain to get even closer to our customers and is simply an extension of our ‘Customer First’ initiatives,” said John Thormodsgard, Heidenhain’s sales director for the central region. “The Longmont location is centrally located near Denver, Boulder and Fort Collins—a growing R&D, industrial and higher educational corridor—which we can now more efficiently support with our motion control technology expertise.”

Besides sales office space, Heidenhain’s new location can also host visitors in conference rooms as needed. The new office is located at 1079 S. Hover in Longmont, CO. Direct phone is 847-519-3988. (www.heidenhain.us)

Velodyne Lidar

SUPPLIES SENSORS FOR OPTIMUS RIDE

Velodyne Lidar, Inc. recently announced that Optimus Ride will use Velodyne’s lidar sensors in its entire fleet of self-driving vehicles. The sensors provide rich computer perception data that enables real-time object and free space detection for safe navigation and reliable operation. Optimus Ride, a leading self-driving vehicle technology company on a mission to transform mobility, will soon be operating its self-driving systems in four U.S. states.



“Velodyne’s sensors provide powerful lidar solutions that help us ensure our self-driving vehicles are the smartest and safest on the road today,” said Dr. Ryan Chin, Optimus Ride’s CEO and co-founder. “For Optimus Ride to operate a fleet at SAE Level 4 requires significant sophistication, intelligence, range and resolution. Velodyne’s technology meets these high standards.”

Optimus Ride operates self-driving vehicles that provide passenger transportation at low speeds within defined, geofenced areas such as planned communities, campuses, and self-driving zones in cities. The company’s vehicles are currently deployed in Boston’s Seaport District, South Weymouth, Mass and at the Brooklyn Navy Yard in Brooklyn, New York. Optimus Ride’s deployment in the Navy Yard is the first commercial deployment of self-driving vehicles in the state of New York. Optimus Ride will soon deploy at Paradise Valley Estates in Fairfield, Calif. and Brookfield Properties’ Halley Rise development in Reston, Va.

Using Velodyne sensors, Optimus Ride can precisely locate the position of people and objects around its vehicles, as well as calculate their speed and trajectory. With that information, the vehicle’s on-board computer system determines how to drive to its destination.

“The Optimus Ride fleet showcases how Velodyne’s intelligent lidar sensors are helping companies place autonomous vehicles on the road today,” said Mike Jellen, president and CCO, Velodyne Lidar. “Optimus Ride has an ingenious approach to providing people with access to efficient and convenient self-driving mobility—effectively solving the first- and last-mile problem.” (www.velodynelidar.com)