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**News****ALL NEW POWERLINK BRAND DESIGN:  
EPSG increases market presence**

Berlin - At this year's Hannover Messe trade show, the POWERLINK user organization EPSG introduced a brand design which has undergone a comprehensive relaunch. A color bar which stands for the diversity of the EPSG members, supporters and users now figures prominently in all means of communication, illustrating that POWERLINK's success is based on their cooperative efforts. The EPSG will also launch a print advertising campaign in major trade magazines which communicates POWERLINK's crucial benefits and technical features, thereby increasing the market presence of the real-time communication system. Moreover, a new office now ensures better customer contact: FR&P Werbeagentur in Berlin, the agency already in charge of EPSG's trade publication POWERLINK FACTS, will from now on provide support for EPSG members, customers and the interested public and coordinate the EPSG working groups. Thereby, all POWERLINK-related inquiries are bundled at a central point where they can be answered fast and comprehensively.

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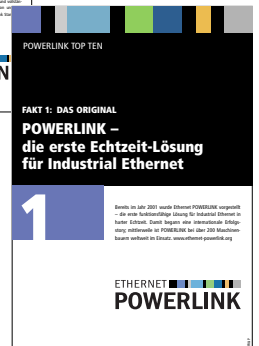
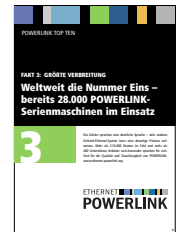
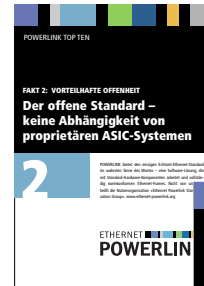


New EPSG sales expert  
Rüdiger Eikmeier

**Real-time traveler  
new to EPSG's sales team:  
Rüdiger Eikmeier**

From now on, the EPSG sales and marketing team will get a boost from new sales expert Dipl.-Ing. Rüdiger Eikmeier, a graduate engineer. While POWERLINK has already reached a wide prevalence and existing users are highly satisfied, the EPSG's members are nevertheless aiming to intensify their consultation and information efforts concerning recent developments in real-time network technology.

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Real-time traveler new to EPSG's sales team: **Rüdiger Eikmeier**

Mr Eikmeier is dedicated to establishing direct customer contact. A neutral expert with no ties to any one manufacturer, he will advise users and prospective customers. As the independent head of a press agency for automation technology, he is in an ideal position for the job. The new sales specialist is an old hand in fieldbus technology, providing decades of working experience as a project engineer, marketing manager and sales manager in the fields of control and drive technology.

## Hanover 2007: Press conference a complete success



Berlin – The POWERLINK center, a trade show booth measuring 90 m<sup>2</sup>, demonstrated leadership in Real-Time Ethernet Fieldbus solutions at this year's Hannover Messe trade show. Showcasing the new EPSG brand design, the spacious, brightly designed booth provided an open, friendly atmosphere. Ample space for visitors and clearly arranged monitors and demonstration material ensured optimal information opportunities.

The press conference on April 18, which was attended by approx. 20 editors and editors-in-chief of leading automation magazines, was a complete success. Anton Meindl, one of POWERLINK's fathers, EPSG chairman Edwin Kiel and head of marketing Andreas Enzenbach answered the journalists' questions. As an introduction, Meindl summed up POWERLINK's success story, asserting its claim to market leadership pointing to its 210,000 nodes, 28,000 series machines, 200 machine

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builders and a user organization with more than 400 members, users and supporters. However, there were critical remarks and questions from journalists which led to a lively discussion. One objection concerned the allegedly too large part B&R has had in the overall success of POWERLINK. In return, Meindl cited the growing number of installations implemented by EPSP members since the establishment of the user organization and a notable shift in orders from B&R to the EPSP. Another debated point was POWERLINK's one-sided focus on drive technology applications. Meindl assured the audience that the product range will be evened out – thanks to POWERLINK's growing success in more and more areas, more components for other automation applications will be added to the product catalog.

**POWERLINK: Benchmark leader  
in real-time Ethernet solutions**

Berlin – Representatives of the POWERLINK user organization EPSP found themselves all alone at an interview held by Continental Automotive System at this year's Böblingen Automatisierungstreff and at a VDMA user workshop in Frankfurt. On both occasions, they presented POWERLINK, a real-time communication system with currently 210,000 nodes in 28,000 series machines and more than 200 machine builders. Either none of their competitors fulfilled the requirements for these events, or they did not even face the comparison.



The task for participants in Böblingen was clearly defined: The benchmark aimed at reviewing the potential of real-time Ethernet solutions in machine communication and comparing concepts and their possibilities. The essential eligibility criteria were the following: communication via real-time Ethernet based on standard infrastructure components, vendor independence and avoidance of proprietary ASIC solutions. Only POWERLINK faced up to this challenge and succeeded in convincing the audience.

The goal of the VDMA user workshop in Frankfurt was to determine the “maturity” of real-time Ethernet solutions on the basis of a number of implemented projects. The users, not the manufacturers were invited to report their experiences. And again, only POWERLINK users were able to present continuous series applications.

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## Plug, check and save – Instant POWERLINK for product developers

Berlin – The EPSG (Ethernet Powerlink Standardization Group) supplies component manufacturers with a complete POWERLINK solution to speed up developments. The starter kit, which was developed by IXXAT, consists of plug-in modules enabling product developers to quickly implement a POWERLINK node for product tests in a real-time environment. Apart from the required software and drivers, the package comprises a POWERLINK PCI card on the one hand, and a POWERLINK module, a microcontroller module and a base board on the other. An analysis tool and applications for demonstration purposes are also included.

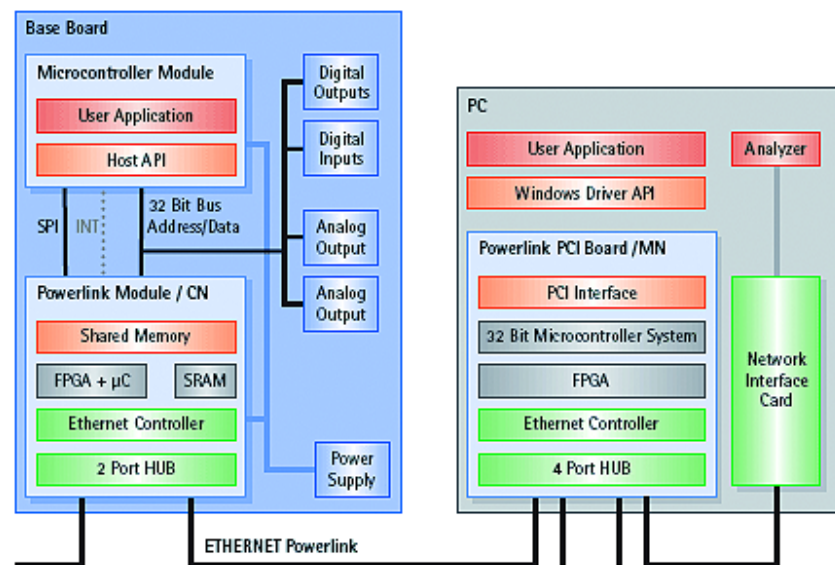


Figure 1: Components and structure of the IXXAT starter kit

In networks based on the open real-time Ethernet protocol POWERLINK, one central control unit acts as a Managing Node and coordinates data communication between the Controlled Nodes, thereby ensuring hard real-time behavior. By integrating the PCI card which is equipped with a 4-port hub and four RJ-45 sockets, users can turn a PC into a Managing Node. The card comes with a Windows driver API in C source code which enables the integration of PC-based applications. A Windows-based control interface and a demo configuration for the POWERLINK module are also parts of the package.

Fitted with the microcontroller and the POWERLINK module, the base board acts as a Controlled Node and ensures the power supply for the units. Thus, the hardware combination serves as a complete, bus-controlled I/O module. While the microcontroller module runs the application, the POWERLINK module integrates the Controlled Node into the network by independently handling the POWERLINK

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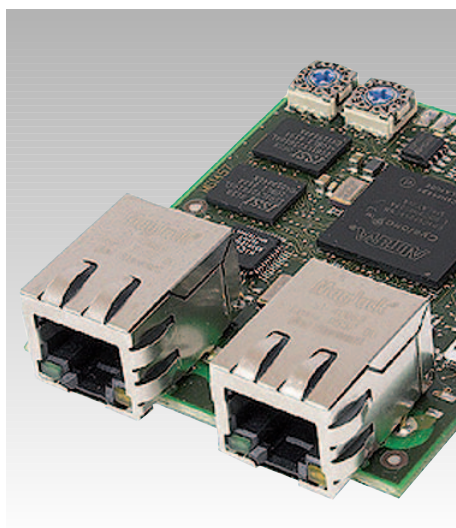


Figure 2: POWERLINK modul

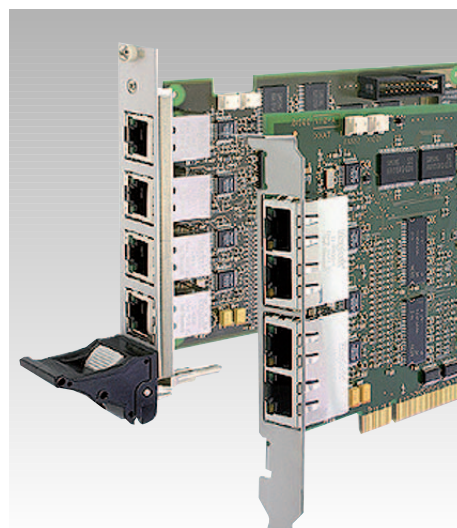


Figure 3: POWERLINK PCI cards

protocol. The POWERLINK module is fully configurable via the microcontroller module's host API which is supplied in C source code. Programmers can also see objects created in the object dictionary of the POWERLINK module. The microcontroller module features an XC161 processor, 256 kB flash memory, 512 kB SRAM and 4 kB EEPROM.

The base board features an 8 bit digital input via DIP switch and an 8 bit digital output (LEDs). The analog output of the microcontroller module and the input of the A/D converter on the microcontroller module serve as analog interfaces. The POWERLINK module includes a POWERLINK FPGA which combines a CPU (NIOS II), an Ethernet controller and an Ethernet hub as well as two RJ-45 sockets for bus connection. The network management status is signaled via four bi-color LEDs. The POWERLINK node ID can be adjusted via a DIP switch or via the API of the microcontroller module. Moreover, the POWERLINK module comes with onboard RAM and flash memory for autonomous operation. Via its serial or shared memory interface, the module can be connected to application CPUs of drives, I/O modules or encoders, thereby turning them into POWERLINK Controlled Nodes. Instead of using the separate module, equipment manufacturers can also integrate its hardware design into their PCBs.