



Find out more about CC-Link anytime, anywhere with a virtual booth

Recognising that many people have difficulty finding the time to visit exhibitions and update their industry knowledge, the CC-Link Partners Association (CLPA) has developed a virtual exhibition booth, viewable by following the "Virtual Booth" link on the CLPA home page or directly at www.clpa.eu.

Exhibitions and fairs are an efficient and effective way to check out the latest developments, exploring some things in depth and picking up information on others. Show visitors can cherry pick what they want to concentrate on and make notes on items to follow up later.

"There is a buzz to exhibitions," says John Browett, General Manager of CLPA Europe. "And we tried to capture that same excitement and interest in our virtual exhibition booth. It is an exact copy of our SPS/IPC/Drives booth from Nuremburg, but adds some features such as extensive multimedia content about our partners that was not practical on the actual booth. It begins with a fly-through to get a quick view of all the different solutions and displays, then pulls out to a static overview. All our key "Gateway to China" partners are represented, and five of them – 3M, Bihl+Wiedemann, Balluff, Weidmüller and HMS – give interviews about the importance of CC-Link to their companies."

You can click on various parts of the stand for an in-depth presentation on each partner, or to find out more about CC-Link itself. Click on a wall panel and you see the graphics more closely; choose a video screen and a movie plays; go to a plinth and see a model explaining how CC-Link works. There is even a chance to win an iPad!

"The virtual booth can also be used to access information on our popular Gateway to China program." says Browett. "This offers members multifaceted help in relation to developing business in China where CC-Link is a de-facto standard in industries such as automotive and flat panel displays."

Browett finished by saying, "The virtual booth is an introduction to what will be on display at the SPS/IPC/DRIVES fair and is an excellent alternative for those unable to travel to the actual fair and to find out more about CC-Link anytime".

About the CLPA

The CC-Link Partner Association (CLPA) is an international organisation with over 1,700 member companies worldwide. The partners' common objective is promotion and technical development of the family of CC-Link open network technologies. Over 1,200 certified products are now available from over 250 manufacturers. CC-Link is the leading open industrial automation network technology in Asia and is becoming increasingly popular in Europe and the Americas. The European headquarters is in Germany, with offices throughout the continent. The key details for CLPA's Gateway to China (G2C) can be found at the URL www.cc-link-g2c.com.

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