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FOR IMMEDIATE RELEASE

Providers of Six Industrial Ethernet Networking Protocols Share the Spotlight at The Automation Conference

Representatives from leading industrial Ethernet networking protocols will assemble for a panel discussion that will take place at The Automation Conference on May 23, 2012 in Rosemont, IL. Experts on behalf of EtherCAT, SERCOS, PROFINET, CC-Link, EtherNet/IP and Ethernet PowerLink will present.

CHICAGO, IL (April 26, 2012) – Recent research conducted by *Automation World* magazine has shown that manufacturing



professionals consider the incorporation of Ethernet networking into automation technology to be one of the most innovative industry developments during the last decade. As in other fields where a game-changing product or technology has emerged, a variety of products have surfaced, only some of which can coexist on the same system. The struggle for dominance among EtherCAT, SERCOS, PROFINET, CC-Link, EtherNet/IP, Ethernet PowerLink and other communication options has left end users with complex integration decisions that have long-term consequences for their machinery and system investments.

For the first time ever, evangelists for six of the leading Ethernet networking protocols will gather to promote the merits of their network protocol in front of an audience of automation and process control professionals and other stakeholders. Summit Media Group's *Automation World* has assembled the players for this roundtable discussion as part of The Automation Conference, May 22-23 at the Hilton Rosemont. Presenting experts will highlight the differentiating characteristics of each option, followed by an opportunity for audience participation. End-user questions may include: How much, if any, determinism do you need? How does a particular network protocol help me get information to IT that they have been requesting? How good is it for machine control?

Automation World's Co-Founder & Editor in Chief Gary Mintchell, who will moderate the session on May 23 comments, "I have longed for an industrial networking discussion where we could get everyone in one room and ask tough questions. Finally we have a venue where you can hear the stories, ask the questions, and decide for yourself which is the best for your application."

continued

Presenters include Joey Stubbs, North American Representative, EtherCAT Technology Group; Scott Hibbard, VP Technology Factory Automation at Bosch Rexroth Corp., representing Sercos North America; Carl Henning, Deputy Director, PI North America, discussing PROFINET; Chuck Lukasik, Director, CC-Link Partner Association; Rich Harwell, Chief Technology Officer for ODVA and Advanced Solutions Manager at Eaton, representing Ethernet/IP protocol; and Shaun Kneller, Key Accounts Manager at B&R Industrial Automation, representing Ethernet PowerLink.

Additional information about the Industrial Ethernet Networking Roundtable and The Automation Conference can be found at <http://www.theautomationconference.com>.

About Summit Media Group, Inc.

Chicago-based Summit Media Group, Inc. (<http://www.summitmediagroupinc.com>) is an integrated media publisher offering business information for professionals in packaging and manufacturing automation. Print magazines include flagship monthly *Packaging World*, *Automation World*, *Packaging World's PACK EXPO Showcase*, *Healthcare Packaging*, and *Contract Packaging*. In addition to publishing a variety of newsletters, Summit also produces webinars and conferences and owns Web resource GreenerPackage.com.

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