



Press release

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## SPS 2021: Highlights on-site and online

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**Visitors of this year's SPS can continue to look forward to an extensive and high-quality range of products and services from 23 - 25 November 2021. The exhibitors will present the latest product developments on site and invite visitors for personal meetings. At the same time, maximum safety precautions such as mandatory FFP2 masks for all participants ensure the best possible conditions for the fair. In addition to the live event, a top-class lecture program will be held digitally.**

Preparations for the SPS 2021 are in full swing. Despite cancellations by well-known exhibitors at very short notice, the exhibition will take place in Nuremberg and, after two years, will again offer opportunities for personal encounters and an intensive technical exchange. As a hybrid event, the SPS is offering a particularly diverse program this year: "The aim of the hybrid format is to enable interested parties from all over the world regardless of their location to participate and to provide new impulses," says Sylke Schulz-Metzner, Vice President SPS at Mesago.

NürnbergMesse as the site operator has had positive experience with exhibitions under Corona conditions in recent months: "The hygiene concept at the Nuremberg exhibition center consists of a wide range of measures and facilitates a successful event with maximum safety. This is already the fifth presence exhibition that we are hosting on-site since trade fairs started up successfully in September of this year", explains Dr. Roland Fleck, CEO NürnbergMesse Group.

Fleck continues: "Distancing, masks, hygiene rules and constant fresh air in the exhibition halls due to powerful ventilation systems ensure the best possible conditions at the trade fair. This has already been confirmed by our successful shows in the fall, where participants responsibly applied and used our hygiene concept for personal networking."

### Exhibitor comments

"Ifm has successfully participated in the SPS for many years. The leading automation trade fair creates a space for networking and professional exchange and is one of the annual highlights for our company. We are already in the process of setting up and are looking forward to being there this year. Even under the current challenging conditions, meeting our customers in person and discussing the latest trends and developments with industry colleagues is a matter close to our hearts. In the last 18 months, we have learned one thing: our expert

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community is very important, because together we drive new technologies forward, regularly exchange ideas and develop solutions - this is what progress in automation thrives on." Michael Marhofer, Chairman of the Board, ifm stiftung & co. kg.

"Festo will be participating in the SPS. We believe that with the protective measures that are being taken, it is possible to hold the trade fair. We look forward to the exchange with our customers at the SPS." Gerhard Borho, Chief Financial Officer Finance/Inform. Mgmt. and Techn, Festo SE & Co. KG.

## **Exhibition Highlights**

In perfect time for the trade fair, EUCHNER is presenting the new MBM bus module for EtherCAT P, which is also available for connection to EtherCAT P. All functions of the Multifunctional Gate Box 2 (MGB2 Modular) safety door system are therefore also available for EtherCAT P. Following on from its market firsts in PROFINET and EtherNet/IP connection, this is another success for EUCHNER, reasserting the company's claim as a pioneer of innovative bus systems. In this latest system, comprehensive diagnostic functions in the form of EtherCAT messages and the integrated web server provide a fast and detailed overview of the device status. Due to the ease with which parameters can be set, even replacing the system during servicing is a simple matter and takes no more than a few minutes.

Zander will also be presenting its portfolio of high-speed controller units and safety switchgears at SPS 2021, as well as a new product for 2022: a new extremely cost-efficient coupling relay and compact contact extension. The Aachen-based company will also present an IP67 safety relay, which has been designed to meet the growing trend of limited space and control cabinet decentralization, as a 'future study'.

There is a lot going on at ipf electronic with regard to new and further product developments, as can be seen at booth 400 in hall 7A. For example, the sensor specialist from the Sauerland region will be presenting the logic modules of the VL61 series, which can be parameterized very flexibly, thanks to their IO-Link interface. In addition, the first fully electronic dual logic modules on the market are now available in a complete device series (VL15, VL16 and VL17) with various connections. Visitors to the booth will have to sharpen their gaze for another genuine innovation: the EB180170 in M8 design is probably the smallest LED luminaire of its kind with a flexible gooseneck. Meanwhile, practical enhancements make the high-speed camera systems of the OC29 series even more convenient and versatile. For the current camera versions, the software user interface has been revised and the range of lenses has been extended, e.g. by a solution with liquid lens. The new software version enables the integration of several high-speed cameras on a uniform interface in order to configure and operate several devices centrally via one PC. This makes it possible, for example, to observe fast-moving processes simultaneously from different perspectives and then analyze them. Those still looking for a universal solution for mounting sensors can convince themselves of the

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properties of a modular mounting system: flexible, simple, precise and safe.

### **Digital lecture program complements trade show experience**

Live or on demand - the lecture program at the "SPS on air" offers participants worldwide a digital platform for further training and professional exchange:

On the first exhibition day from 1:35 p.m. - 2:05 p.m. (CET), Frank Stührenberg, CEO of Phoenix Contact GmbH & Co. KG, premium sponsor of "SPS on air", will talk about the opportunities created by electrification, networking and automation of industry and business for the sustainable use of energy to achieve sustainability goals under the title "Empowering the All Electric Society".

On Wednesday, the program begins at 10:00 a.m. (CET) with a panel discussion on the highly topical subject of "Supply shortages of semiconductors for industry." The panel will include Bernd Enser from SEMIKRON International GmbH, Ulrich Leidecker from Phoenix Contact GmbH & Co. KG, Christian Wendler from Lenze SE and Dr. Gunther Kegel from Pepperl+Fuchs SE, as well as in his function as president of ZVEI e.V.

The special presentation "On the road to decarbonization with drive and automation technology", which will take place on Thursday from 3:35 p.m. (CET), closes the presentation program of the Innovation Stage at "SPS on air". The panel will present successful technological innovations in industrial settings that are helping to achieve ambitious political and social targets. This contribution rounds off how these measures can be implemented in a plant on site.

The program of the digital stage as well as some of the contributions presented at the exhibition forum will be available on demand on the "SPS on air" platform until 3 December.

### **Tickets and current information**

Hybrid or digital-only tickets for the SPS 2021 are available at [sps-messe.de/tickets](https://sps-messe.de/tickets). Regular updates about the show, the hygiene concept and the hybrid offering will be published on the event website [sps-exhibition.com](https://sps-exhibition.com).

#### **About Mesago Messe Frankfurt**

Mesago, founded in 1982 and located in Stuttgart, specializes in exhibitions and conferences on various topics of technology. The company belongs to the Messe Frankfurt Group. Mesago operates internationally and is not tied to a specific venue. With 160 members of staff Mesago organizes events for the benefit of more than 3,300 exhibitors and over 110,000 trade visitors, conference delegates and speakers from all over the world. Numerous trade associations, publishing houses, scientific institutes and universities work with Mesago closely as advisers, co-organizers and partners. ([mesago.com](https://mesago.com))

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**Background information on Messe Frankfurt**

The Messe Frankfurt Group is the world's largest trade fair, congress and event organiser with its own exhibition grounds. The Group employs approximately 2,450 people at its headquarters in Frankfurt am Main and in 29 subsidiaries around the world. The company generated annual sales of approximately €257 million in 2020 after having recorded sales of €736 million the previous year. Even in difficult times caused by the coronavirus pandemic, we are globally networked with our industry sectors. We have close ties with our industry sectors and serve our customers' business interests efficiently within the framework of our Fairs & Events, Locations and Services business fields. One of the Group's key USPs is its closely knit global sales network, which extends throughout the world. Our comprehensive range of services – both onsite and online – ensures that customers worldwide enjoy consistently high quality and flexibility when planning, organising and running their events. We are expanding our digital expertise with new business models. The wide range of services includes renting exhibition grounds, trade fair construction and marketing, personnel and food services. Headquartered in Frankfurt am Main, the company is owned by the City of Frankfurt (60 percent) and the State of Hesse (40 percent).

For more information, please visit our website at: [www.messefrankfurt.com](http://www.messefrankfurt.com)