

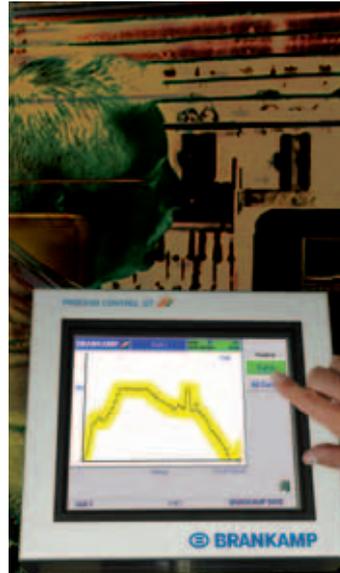
Customer-friendly user concepts are becoming increasingly important

## Functioning rather than fiddling about

“Please unpack the packaging and Button 32 next to RSC67 interface. If there is problem, it must immediately to be changed.” No one could be in any doubt: the quote is taken from a set of operating instructions. And you can just imagine the poor user who has managed to get this device started – if at all – only after many hours of laborious trial and error. “Business is increasingly recognizing that usability is a key criterion for market success,” says usability expert Franz Koller of *Wirtschaftswoche* magazine.

In fact, the presumption amongst the experts is that many companies have for a long time underestimated the fundamental importance of customer-friendly user concepts. According to a recent survey, in the USA alone poor software and user concepts are responsible for causing production losses of 30 billion dollars. In Germany, four in every five acci-

dents at work are attributable to operating errors, according to a study by Sirvaluse Consulting. And an investigation by the testing body TÜV Rheinland established that 20 per cent of working time on office computers is given over to resolving problems in using them. This is why the call being issued by Germany’s first Professor for Usability,



Michael Burmeister, is unmistakable: “Technology needs to be easy to operate, comprehensible to understand how it operates, and thus ultimately person-  
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## News

### TOYOTA: 2005 RECORD SALES IN EUROPE

2005 saw Toyota increasing its sales in Europe for the ninth year in succession.

The Japanese car manufacturer sold a total of 964,205



vehicles under its Toyota and Lexus brands last year – a five per cent increase over 2004. Toyota has similarly posted a record result in terms of its European market share: the 2005 figure is up by 0.2 per cent, to 5.1 per cent.

### CHINA'S ECONOMY IS BOOMING

Compared against 2004, China's economy has grown by 9.9 per cent over the fourth quarter for 2005. Taking the 2005 figures for the whole year, the country has recorded a similar 9.9 per cent increase in GDP.

### BRANKAMP EXHIBITING IN ASIA

The Asian economy is booming, and BRANKAMP is well set up to share in this boom with its agencies and trade fair exhibitions in Asia. The company will also be presenting its innovative ProcessMonitoring systems at the Sheet MetalForm China 2006 Exhibition & Conference from March 14-17 in Shanghai. During 2005, BRANKAMP exhibited at shows which included the Korea Metal Week and the International Machinery Equipment Exhibition in Shanghai.

### QUOTE OF THE MONTH:

“More than the past, I am interested in the future, because I intend to spend the rest of my life there”.

*Albert Einstein*



BRANKAMP CMS on a Matsuura FX-5-PC2S. This processing centre is used to manufacture parts for the aircraft industry, such as fuselage parts for the Airbus.

### Outlook

## BRANKAMP IN BRASIL

ProcessMonitoring specialist BRANKAMP has recently linked with a Brazilian agency to cover the market in chip removal. The company HDT in Sao Paulo is henceforward to handle customer services and marketing for ProcessMonitoring systems being used in the area local to Sugar Mountain.



## The special issue

Everything on view

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## News

### FACTORYNET® PROJECT TO RECEIVE EU FUNDING

FactoryNet® – a concept which stands for greater efficiency in production through the networking of production. Further development of the innovative BRANKAMP concept is being promoted by the Land North Rhine-Westphalia using EU funds. "It is a truly exciting challenge," says project manager Dr. Jörn Herold.

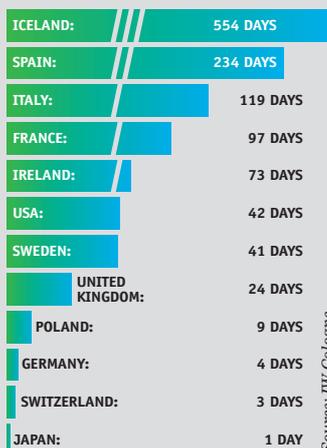
### WIRE 2006: ALREADY SET TO BREAK RECORDS

Even now – one month before the exhibition starts – wire 2006 is breaking all records. 959 companies will be exhibiting their innovative new products from April 24-28 in Düsseldorf, in an exhibition space covering around 50,000 m<sup>2</sup> – that is around 2,500 m<sup>2</sup> more than two years ago. BRANKAMP is naturally taking part. The ProcessMonitoring specialist is exhibiting its products on **Stand C58 in Hall 16**.

### FIGURE OF THE MONTH:

#### Days lost to strikes, compared internationally

Average days lost annually through strikes per 1,000 dependent workers for the period 1994-2003



With 554 lost working days, Iceland is the clear leader when it comes to industrial disputes, with Spain in second place with 234 days. Germany workers are less volatile. In Germany, disputes caused the loss of just 4 working days.

## Portrait

# The Man for the Far East

India, China, Japan, Malaysia, Singapore, Taiwan, Korea, the Philippines and the Asian part of Turkey – Gerd Köster works in those places where other people go on holiday. The 43-year old has been responsible for the BRANKAMP's overseas agencies since 1996. "Within this, my main area is the Asia region," says Köster. One thing is for certain – he constantly experiences new things as a result.

"The fascinating thing about my job is that I am constantly learning about new cultures and getting to know new people," says Köster. For that reason, he observes that it is particularly important to him to be able to get on with different people. "Initially, Asian culture was completely new territory for me, but now I feel very much at home there. Fluent English is of course vitally important in getting along,"

says Köster, who has been working for the ProcessMonitoring specialist since 1989.

The strength of the link between Gerd Köster and the Asian region is also reflected in his hobby. "If occasionally I am not flying halfway around the world for BRANKAMP, then I am a passionate biker." You almost don't need to ask what brand of bike he rides: Kawasaki.



### Monitored by BRANKAMP

## BRANKAMP – a word in your ear

The mobile phone market is expanding very rapidly, and with

it the development of new mobile phone models. Each new generation is smaller, more compact and offers better performance than the previous one. Whereas in the past users had to hold up a device as heavy as a brick to their ear, today's mobile phones are

barely bigger than a credit card and light as a feather - in some cases, weighing under 100 grams. The development also means ever higher demands in the production of the individual parts: screws, displays and motherboards too all need to be significantly smaller, with no loss of quality. For that reason, various manufacturers are now relying on BRANKAMP ProcessMonitoring systems for this sensitive area of production.



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## Functioning rather than fiddling about

friendly; if it does this, it fulfils its task and becomes successful."

### User-friendliness as the key to success

"User-friendliness is one of the key aspects of our corporate success," underlines Professor Klaus Brankamp, founder and managing director of the BRANKAMP Group. "Our ProcessMonitoring systems need to be quickly deployed in day-to-day production

without elaborate training being required. With each new development, we have interdisciplinary teams working on this key issue." The latest examples of this come with the transfer of the mobile phone user concept familiar to the operator to the BRANKAMP ProcessMonitoring systems, the innovative one-button operation or what is known as "quick-start" mode. "In achieving this, we have reduced complex engineering to a very simple user con-

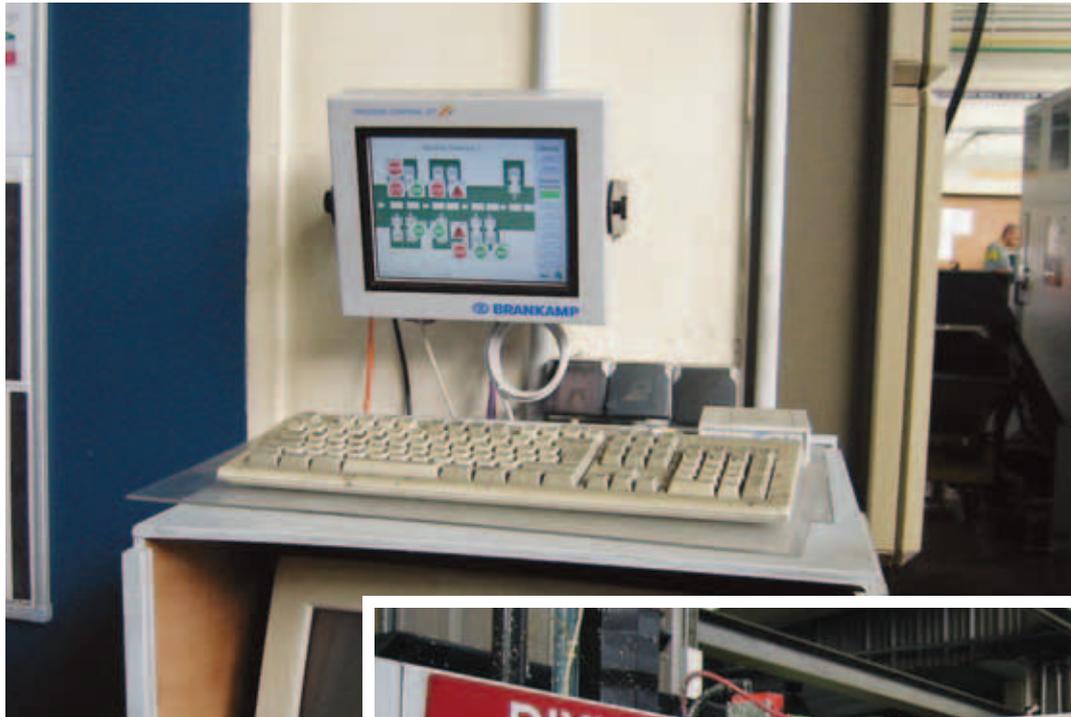
cept: plug in, press the button and start production."

### Need for action recognised

Leading companies such as SAP, Siemens, DaimlerChrysler and BMW have now also addressed this key issue. Experts such as product designers, information architects, psychologists or usability engineers are working to make the new technologies as easy to use as possible.

GT as control station

# Everything on view



*The BRANKAMP GT can link up as many as 31 CMS-Systems into one network. So the user has all machines on view.*

a glance means the production manager does not need to move around to each individual machine.

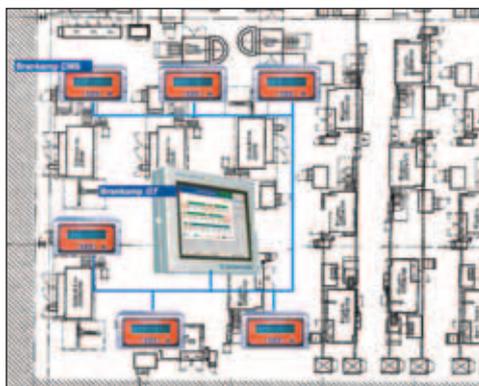
Theoretically, at the CAN-bus level it is possible to network up to 31 CMS systems and to run them via a single control station. In practice, an arrangement on this scale is normal-

**For process monitoring of individual machines, BRANKAMP is offering its proven CMS systems in a wide range of options. In combination with the GT-Terminal as a control station, individual systems become a network for controlling entire production flows.**

The CM Systems are linked with an in-house CAN-bus and are brought together at the control station PC. There, data for each individual machine can be called up in text or graphic form. This includes current production status, or the machine's stop-go diagram.



*BRANKAMP CMS at use in a machining centre*



The advantages are self-evident: using the GT-Terminal as a control station, the production manager has an overview of all systems. Via the touch-screen, he can call off various process data such as production time or run-time behaviour.

The data is archived in the control station for 14 days and can be called up again at any time. Data storage over longer periods is possible without any difficulty via a software-side upgrade. Similarly, it is possible to retrofit existing CMS systems with a GT control station. Integration into a network of this type increases the value of the individual CMS system, because the ability to check at

ly not pursued. Where there are larger numbers of systems, several networks are installed and the control stations for these networks are in turn connected via ETHER-Net to the current network link.

Using the GT-Terminal as a network control station, BRANKAMP facilitates simple and efficient monitoring of entire production flows at a glance.

BRANKAMP CMS

# Machining centres need machine protection

BRANKAMP has always considered itself a partner and problem-solver. Accordingly, it has developed the right solutions to suit different machining centres. This guarantees all customers high utility value for their ProcessMonitoring devices.



The BRANKAMP CMS Process-Monitoring system protects machining centres effectively against collisions and cost-intensive spindle damage. As a result, repair costs are reduced and machine run-times increased. Rapid changes in force are iden-

tified by special sensor equipment in 0.00165 seconds. The CMS immediately issues a signal which automatically stops the machine.

Often, human failure is the main reason for collisions. BRANKAMP

CMS helps the operator even when setting-up the machining centre. The result of this is that the consequences of a collision, a programming error, set-up error or operating error are reduced to a minimum. At the same time, machine downtime is reduced.

User-friendliness

## The rich diversity of languages

If employees with different mother tongues are working on the same machine, comprehension problems are often an obstacle to smooth working. The BRANKAMP GT/GT 100 takes account of this, with its options for language selection. This means that at all times the worker has the option of operating the device in his own language.

The advantages are self-evident: even during employee training, the module offers assistance. Thus, for example, the operator induction process can be carried out directly on the machine using the operator's own language. Touch-screen operation is child's play, guiding the user through the menu. The mask for switching languages is accessed via the "Expert" button in the main menu. If the "Language" button is selected there, the "Language Menu 1" mask appears, and the choice of specific language type can be made there using the arrow keys. If the system should happen to be set to a language which is unfamiliar to the operator, the problem can be quickly rectified thanks to the simple pictograms employed.



Dr.-Ing. K. Brankamp System Prozessautomation GmbH, Max-Planck-Str. 9, D-40699 Erkrath

**BRANKAMP GMBH, GERMANY**

Phone +49/ 211/ 25 07 60  
 Fax +49/ 211/ 20 84 02  
 eMail bpd@brankamp.com

**BRANKAMP S.R.L., ITALY**

Phone +39/ 039/ 60 81 917  
 Fax +39/ 039/ 60 85 207  
 eMail bpi@brankamp.com

**BRANKAMP INC., USA**

Phone +1/ 617/ 492 16 92  
 Fax +1/ 617/ 497 56 75  
 eMail bpa@brankamp.com