



Looking for efficiency in all the right places

Anyone who has purchased a new tool for a shop or consulted on a machine sale knows that some people in the manufacturing world promise more than they can deliver.

This piece of software will triple your productivity and cut energy use by 83%. This bar feeder will double the speed of your lathe, collect any chips that fall, and make a heck of a cappuccino. No matter what challenge your business is facing, the one thing they're selling is all you need for a profitable, successful future.

The problem is, sometimes they're right. The first person to try to convince a shop to attach a computer to its numeric controls probably had people questioning his claims. And the shops that passed on CNC systems quickly found themselves at a disadvantage to competitors willing to take that risk.

The key to separate impossible promises from opportunities to leverage cutting-edge technology is education. Hearing from multiple, well-informed experts gives you the information to ask the right questions. A few sessions at the largest manufacturing technology show in North America might not turn you into the leading authority on Industry 4.0 or the Industrial Internet of Things (IIoT), but it can help you make sense of some of the claims you hear about technology.

To be held Sept. 11, 2018, Hannover Messe USA's Integrated Industries Conference (IIC) offers three tracks focusing on key trends that are transforming industry – advances in motion, design, and automation; integration of multiple manufacturing and digital systems; and Industry 4.0/IIoT, the process for digitizing and analyzing manufacturing from design through shipment.

These conferences cover the nuts and bolts of advanced manufacturing – practical adoptions of new technologies instead of promises for magical transformations. Speakers will discuss linear motors, machine tool monitoring, robotic downtime, adaptive controls, abrasives, tool holding, cabling, and parts cleaning – showcasing technologies that could be applied immediately to improve cost effectiveness at most facilities.

IIC has long been a part of IMTS – The International Manufacturing Technology Show – promoting advanced manufacturing. Hannover Fairs USA has expanded its presence at IMTS 2018, grabbing more show space and renaming its co-located show Hannover Messe USA. The new name ties the show and conferences to Hannover Messe, the world's largest annual manufacturing technology show, held every April in Germany.

Attending the IIC can enhance your IMTS 2018 experience, providing the background and context you'll need to evaluate claims. Advanced technologies are transforming how the best companies make amazing products, and a little bit of training can help you recognize the opportunities that will propel your business into the future.

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