



KEP to Exhibit at Hannover Messe

Kessler-Ellis Products (KEP) will be attending Hannover, Messe 2016, the world's preeminent industrial technology trade fair in Hannover, Germany. First taking place in an undamaged factory building in 1947 to boost the economic advancement of post-war Germany, Hannover Messe now boasts over 200,000 visitors and 6,500 exhibitors at the Hannover Fairgrounds. As a leader in Process and Industrial Automation, **KEP** has been invited to showcase its world-class Industrial Automation technology at the Expo taking place April 25-29 2016. Hannover Messe features innovative and groundbreaking solutions for all core sectors and **KEP's** versatile Inflink-HMI software is relevant in each industry. With program highlights including the Global Business & Markets International Trade Forum and Industrie 4.0, the premier industrial automation forum that roadmaps the biggest trends and technology in the industry, Kessler-Ellis Products will be among elite companies as it makes its mark at the most important trade show in the world of industrial technology.





For the first time in Hannover Messe history, the United States is the Partner Country. President Barack Obama will join German Chancellor Angela Merkel to commence the fair, a signal to the international community of the focus the United States and American businesses like Kessler-Ellis Products place on advancing the world of industrial automation for decades to come. “Hannover Messe 2016 is of exceptional importance to the development of our transatlantic trade relations,” remarks Dr. Peter Wittig, German ambassador to the United States. “Having the USA as the featured Partner Country will give us a golden opportunity to convey our dynamic business relations to the fullest while at the same time widening and deepening them.” Other keynote speakers include VP of Ericsson’s Industry & Society Customer Unit, Nadine Allen, EU Commissioner for Employment, Marianne Thyssen, and Audi AG Plant Director, Fred Schulze. At Hannover Messe 2015, Partner Country India communicated the industrialization taking place in their economy. “India’s participation as the Partner Country in Hannover Messe 2015 has put India back on the minds of German and Global investors and business community,” said PS Gangadhar, First Secretary, Economic & Commercial, Indian Embassy Berlin. With approximately 2500 journalists reporting on Hannover Messe 2016, the fair is the ultimate showcase for members of the engineering and automation community like **KEP**. And with over 68% of attendees being industry executives and innovators, attendees can count on unparalleled networking and thought leadership.



More than just ideas will be shared among the 250 companies representing over 70 countries at Hannover Messe 2016. Look no further than the impressive lineup of HMI and industrial automation products on display from KEP who is exhibiting among industry giants, including General Electric, Microsoft and IBM. As Internet of Things (IOT) captures the imagination of attendees and exhibitors alike, KEP will demonstrate significant IoT participation with Infilink-HMI. As a leader in user-friendly and interoperable Human Machine Interface software for industry, count on KEP's innovative design to resonate at the event. KEP's Infilink-HMI will be displaying version 5.0.38.a which brings improved user experience to the feature set. The update adds a SuperSlider Wizard that automates linear gauges and the software also adds improved OPC Tag-Read functionality which enables efficient comparisons between multiple projects, saving time and improving interoperability. The KEP Infilink-HMI ditches the bells and whistles to provide functionality and PLC compatibility found nowhere else in the market, at a price 50% less than its competitors. The history of the HMI industry has been characterized by stand-alone solutions, but now when combined with IoT, the possibilities for data sharing between on-premise solutions, devices, and the cloud are endless. Estimated to reach \$32.6 Billion by 2020, the HMI market will see growing demand from numerous industries including oil and gas, environmental, and manufacturing. Kessler-Ellis Products is proud to be a leading member of the industrial automation industry.

In addition to participating at Hannover Messe, KEP will also have a presence at the International District Energy Association conference. IDEA will be holding their 107th annual conference and trade show in St Paul, MN on June 20-23. The tagline of IDEA 2016 is 'embracing change', a fitting theme for a company like Kessler-Ellis Products whose innovative HMI and automation solutions enable new processes and paradigms across industry.

Come April, Hannover Messe will be the center of the the industrial universe. And given the critical role HMI software plays in industrial automation, KEP will play a uniquely important role among the tapestry of innovative suppliers. From informative sessions, to solutions that optimize existing and future systems, the conference and expo are poised to contribute to industrial automation in a major way. And Kessler-Ellis Products would like you to participate! We have a limited number of complimentary tickets to the show remaining and would be happy to allocate them to you and your colleagues as we all work towards a more innovative and connected industrial future. KEP will be located in the USA Instrumentation, Sensors & Controls Pavilion; Hall 11, Stand C69-7. See you in Hannover, Germany!

