**True mass customization**

**B&R unveils major innovation at SPS IPC Drives**

*B&R will be kicking off its SPS IPC Drives appearance with a big unveiling on Tuesday, November 28 at 9:30. At Booth 206 in Hall 7, the automation specialist will be presenting a solution that will be instrumental in the coming era of mass customization. "We are revolutionizing the way materials move through the manufacturing process," announces B&R Managing Director Hans Wimmer.*

The B&R booth will also feature a live demo showcasing its Industrial IoT and cloud connectivity solutions. OPC UA TSN will enable real-time access to cloud-based digital twins. Through more perfectly orchestrated mechanical processes, the communication technology will help speed up cycle times and increase productivity. As an active member of key working groups and consortiums, B&R is driving the innovations in standardization and interoperability that will be crucial to achieving Industrial IoT connectivity.

**New mapp components**

Exhibition visitors will also get a look at the latest additions to B&R's mapp Technology platform. Having revolutionized the development of automation software by replacing tedious programming with simple configuration, mapp now offers intelligent, ready-made software blocks for crane control and hydraulics applications.



B&R will be kicking off this year's exhibition with a major unveiling event at Booth 206 in Hall 7.

1. About B&R

B&R is an innovative automation company with headquarters in Austria and offices all around the world. On July 6, 2017, B&R became a business unit of the ABB Group. As a global leader in industrial automation, B&R combines state-of-the-art technology with advanced engineering to provide customers in virtually every industry with complete solutions for machine and factory automation, motion control, HMI and integrated safety technology. With Industrial IoT communication standards like OPC UA, POWERLINK and openSAFETY as well as the powerful Automation Studio software development environment, B&R is constantly redefining the future of automation engineering. The innovative spirit that keeps B&R at the forefront of industrial automation is driven by a commitment to simplifying processes and exceeding customer expectations.

For more information, visit www.br-automation.com.