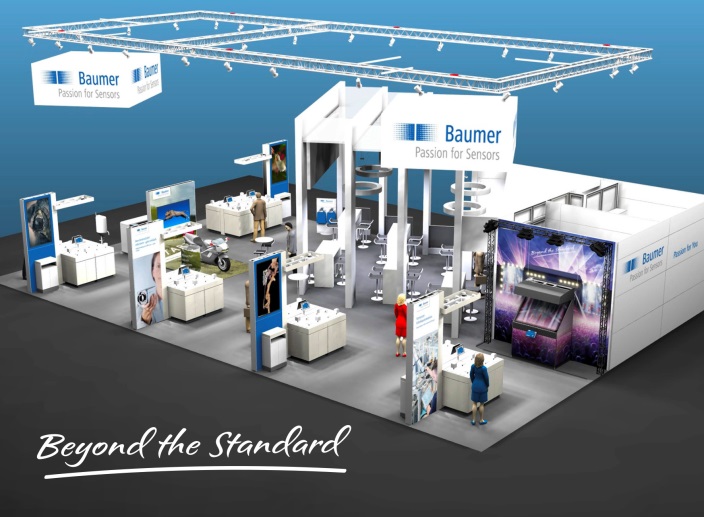
# Press Release

**Baumer at SPS IPC Drives 2018: Performance «Beyond the Standard»**

(14.11.2018): Where do manufacturers in machinery and plant engineering get the best optical sensors, level switches and rotary encoders from? Answer: from Baumer. Customers know well that at Baumer they always get some extra performance on top as special support in tricky measuring tasks. Karsten Just, Chief Marketing Officer at Baumer: "Such extra performance is our motto: Baumer - Beyond the Standard“. Baumer products are the efficient and economical solution in standard applications, but with added value to customers. Beyond the Standard covers six performance dimensions:

**Robust**: Baumer products are more durable under demanding ambient conditions and strain in terms of tightness, temperature resistance, mechanical strength, hygiene requirements, etc. Proven products are the unique HeavyDuty encoders or the extremely robust ultrasonic sensors of the U500/UR18 series which even endure sandblasting.

**Reliable**: Baumer products deliver reproducible high-precision values and switching signals even in harsh environments. Result impairments by object material or ambient conditions such as light or temperature are down to a minimum. The VeriSens vision sensors for highly reliable feature inspection of objects are just one example. Reliability is closely linked to

**Precision**: Baumer has profound expertise in sensor physics to master intelligent signal processing, to optimally adapt the sensor to the application requirements and to ensure consistently supreme quality. The new Baumer magnetic encoders of the EAM580 series achieve an angular accuracy of ±0.15°, which is a level of precision that products from competitors may specify in the data sheet, but will not comply with under real conditions.

**Compact**: Baumer sensors offer high performance in a compact design to support customers in miniaturization. One example are the new optical sensors of the O200 series with high immunity to ambient light, configuration flexibility and many more features in a miniature housing.

**Usability**: Baumer sensors are easier to integrate and install, more intuitive to configure and offer enhanced usability in operation and maintenance. The outstandingly broad Baumer portfolio of process connections and adaptors makes sensor installation in existing facilities an easy thing.

**Connected**: Thanks to intelligent processing of digital information, Baumer sensors deliver optimum measuring results together with additional information. They are more convenient to operate and configure via standardized interface communication. At SPS IPC Drives 2018, Baumer is presenting the broad portfolio of IO-Link sensors. This high-performance interface simplifies sensor operation and offers more flexibility to users.

These are just some examples for the broad Baumer portfolio of standard sensors with extra performance. But what if customer requirements are too specific for standard products? Here, Baumer will develop an individual solution in close cooperation with the customer.

At SPS IPC Drive from 27 to 29 November in Nuremberg, Baumer demonstrates what «Beyond the Standard» means to the products and what the customer benefits are. The Baumer experts look forward to meeting you in Hall 4A, Booth 335!

Photo: Baumer performance «Beyond the Standard»

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Text and picture download at: [**www.baumer.com/press**](http://www.baumer.com/press)

**Baumer Group**

The Baumer Group is one of the worldwide leading manufacturers of sensors, encoders, measuring instruments and components for automated image processing. Baumer combines innovative technologies and customer-oriented service into intelligent solutions for factory and process automation and offers an unrivalled wide technology and product portfolio. With around 2,700 employees and 38 subsidiaries in 19 countries, the family-owned group of companies is always close to the customer. Baumer provides clients in most diverse industries with vital benefits and measurable added value by worldwide consistent high quality standards and outstanding innovative potential. Learn more at [www.baumer.com](http://www.baumer.com) on the internet.

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