

# Guidelines for Inside Cover and Lead Article 2025 (valid as of October 01, 2024, in €, plus VAT)

## Inside Cover and Lead Article

### – Exclusive positions for a special topic!

#### Inside Cover package is including:

- » Picture on Inside Cover
- » Cover picture on 1st page with the dimensions 144 x 140.7 mm (WxH)
- » 2 pages of article directly following the “cover picture” (6,000 - 6,500 characters + 2 to 3 images in jpg format)
- » Exclusive position – only one (1) inside front cover per issue

#### Lead Article package is including:

- » 3-3.5 pages article, 1 picture DIN A4 (210 x 297 mm (WxH)) left or right, (ca. 7.000 characters resp. 800 words)
- » Article must fit to an issue's topic according the Media Kit
- » DIN A4 image\* - 210 x 297 mm (WxH)
- » Picture on first or second page (see example)
- » Exclusive position - only one (1) Lead Article per issue

#### Rate card:

**EPP: € 3.700,-** plus VAT

**EPP Europe: € 3.700,-** plus VAT

Agency commissionable. No Discounts.

#### Cancellation:

In case of cancellation, we charge a cancellation fee depending on the date of the cancellation compared to the advertising deadline of the issue in question:

Up to 4 months before closing date:

free of charge

Less than 4 months before closing date: 30% of the regular front cover rate

Less than 2 months before closing date: 50%

Less than 1 months before closing date: 100%

### Inside Cover (Example):



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#### Lead Article (Example):


» PCB & ASSEMBLY

### Fluid dispensing robot systems

## Coming into sight: the role of vision in robotic fluid dispensing

Key to streamlining robotic fluid dispensing, vision-guided systems allow precise deposit placement, permitting robotic systems to deliver faster production cycles and reduce the guesswork from the dispensing process, minimizing programming time and reducing overall operational costs.

» Konradin's Thomas, Product Line Specialist in Automation, features EPP.



**Point-to-point teach method**

This method involves a series of manual adjustments to the robot's position and orientation. The operator physically moves the robot to the desired location and records the coordinates. This process is repeated for each point to be dispensed. It is a time-consuming and labor-intensive process, but it is often used for simple, repetitive tasks.

**Simple Vision and CCD-Equipped Vision**

Simple vision systems use a camera to capture an image of the part being dispensed. The system then compares this image to a pre-programmed template. If the part is in the correct position, the robot will dispense the fluid. CCD-equipped vision systems use a charge-coupled device (CCD) camera to capture high-resolution images. This allows for more precise positioning and detection of defects.

**Vision-guided dispensing**

Vision-guided dispensing systems use a camera to capture an image of the part being dispensed. The system then uses image processing software to identify the part's position and orientation. This information is used to adjust the robot's position and orientation in real-time, ensuring precise deposit placement. Vision-guided systems are often used for complex, non-repetitive tasks.

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granity (and vice versa) will impact the overall cost. But the amount of material that can be dispensed is a function of the fluid's viscosity, the amount of time it would take to program, the cost of the camera, the cost of the software, and the cost of the hardware. It is important to consider these factors when choosing a dispensing system.

**Zusammenfassung**

Dieser Artikel beschreibt die Vorteile und Herausforderungen der Fluid-Dispensierung mit Vision- und CCD-Systemen. Die Vision-Systeme ermöglichen eine präzise Positionierung und Orientierung der Roboterarme, was zu schnelleren Produktionszyklen und geringeren Kosten führt. CCD-Systeme bieten eine höhere Auflösung und sind ideal für komplexe, nicht-repetitive Aufgaben geeignet. Die Integration von Vision- und CCD-Systemen in Fluid-Dispensierroboter ermöglicht eine flexible und präzise Fertigung von Leiterplatten und anderen elektronischen Bauteilen.

**Résumé**

Cet article décrit les avantages et les défis de la distribution de fluide avec des systèmes à vision et à CCD. Les systèmes à vision permettent une positionnement et une orientation précis des bras robotiques, ce qui conduit à des cycles de production plus rapides et à des coûts réduits. Les systèmes à CCD offrent une résolution plus élevée et sont idéaux pour des tâches complexes et non répétitives. L'intégration de systèmes à vision et à CCD dans les robots de distribution de fluide permet une fabrication flexible et précise de cartes imprimées et autres composants électroniques.

**Резюме**

В этой статье описаны преимущества и недостатки системы подачи жидкости с использованием систем зрения и CCD. Системы зрения обеспечивают точное позиционирование и ориентацию манипуляторов робота, что приводит к более быстрым производственным циклам и снижению затрат. Системы CCD обеспечивают более высокую разрешающую способность и идеально подходят для сложных, не повторяющихся задач. Интеграция систем зрения и CCD в роботы для подачи жидкости позволяет гибко и точно производить печатные платы и другие электронные компоненты.

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Data delivery: 7 weeks prior to publication date.

\* **IMPORTANT:** Please do not supply stock photos unless with written confirmation of the right to sublicense.

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