Cardiff, October 12, 2017

Software expert demonstrates smart technology:

COPA-DATA at the Smart Factory Expo 2017

[Industrial software specialist](http://www.copadata.com), COPA-DATA is exhibiting at the Smart Factory Expo 2017. Hailed as the UK’s biggest showcase for the fourth industrial revolution, the event takes place over two days at the Exhibition Centre Liverpool on November 15 and 16. Visitors are invited to [register for free online](https://www.tmsmartfactoryexpo.com/register-smartexpo/) to join over 4,000 fellow manufacturers exploring the potential of Industry 4.0.

COPA-DATA will be demonstrating its intelligent automation software, zenon, at booth A14 of the show. Alongside an exhibition of smart factory technology, the Smart Factory Expo also includes a series of seminars from industry experts. COPA-DATA will lead a presentation discussing Return on investments in smart factory implementations at the show’s automation theatre at 11am on November 15.

Attendance to the exhib**i**tion, and its 125 industry seminars, is free of charge. Visitors are promised the opportunity to discover the latest innovation in industry, network with like-minded peers, discover new leads and find new cutting-edge products and services.

At its dedicated booth in the automation zone, COPA-DATA will be demonstrating its smart factory software, zenon. The company’s award-winning software has been used in the automation industry for almost 30 years and is designed to control, monitor and optimise automated machinery and equipment, increase production performance and plant-wide visibility.

As a prolific figure in Industry 4.0, COPA-DATA welcomes attendees to visit its smart manufacturing experts at booth A14. At the stand, visitors will gain a comprehensive understanding of how software can be used to implement smart manufacturing.

“Industry 4.0 is no longer a future trend,” explained Martyn Williams, Managing Director at COPA-DATA. “For many manufacturers, investing in smart technology is already at the heart of their strategic agenda. However, one of the biggest concerns for manufacturers is guaranteeing an acceptable return on investment after smart factory implementation.

“At the Smart Factory Expo, we will demonstrate how manufacturers can embrace smart technology, using our intelligent automation software, zenon. We would also like to invite manufacturers to visit the booth to speak to our automation experts for any advice and guidance they may need on implementing smart manufacturing technology.”

The Smart Factory Expo has been created in partnership with Government experts and world-class Industry 4.0 solution providers to create the world’s biggest showcase for the fourth industrial revolution. Attendees are encouraged to [register their attendance](https://www.tmsmartfactoryexpo.com/register-smartexpo/) in advance.

To arrange to visit COPA-DATA’s industrial software experts at booth A14, contact COPA-DATA’s UK team at [sales@copadata.co.uk](mailto:adrian.kimberley@copadata.co.uk) or call +44 (0) 29 20329175.

On COPA-DATA

COPA-DATA is the technological leader for ergonomic and highly dynamic process solutions. The company, founded in 1987, develops the software zenon for HMI/SCADA, Dynamic Production Reporting and integrated PLC systems at its headquarters in Austria. zenon is sold through its own offices in Europe, North America and Asia, as well as partners and distributors throughout the world. Customers benefit from local contact persons and local support thanks to a decentralised corporate structure. As an independent company, COPA-DATA can act quickly and flexibly, continues to set new standards in functionality and ease of use and leads the market trends. Over 100,000 installed systems in more than 90 countries provide companies in the Food & Beverage, Energy & Infrastructure, Automotive and Pharmaceutical sectors with new scope for efficient automation.

On zenon

zenon is a software system from COPA-DATA for industrial automation and the energy industry. Machines and equipment are controlled, monitored and optimized. zenon’s particular strength is open and reliable communication in heterogeneous production facilities. Open interfaces and over 300 native drivers and communication protocols support the horizontal and vertical integration. This allows for continuous implementation of the Industrial IoT and the Smart Factory. Projects with zenon are highly scalable.

zenon is ergonomic, both for the engineer and for the end user. The engineering environment is flexible and can be used for a wide range of applications. The principle of “setting parameters instead of programming” helps engineers to configure projects quickly and without errors. Complex functions for comprehensive projects are supplied out-of-the-box to create intuitive and robust applications. Users can thereby contribute to increased flexibility and efficiency with zenon.

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