

i-news


Follow us at:
www.youtube.com/ikusigroup


Ikusi presents the full range of I-KONTROL remote controls

This new issue of IkusiNews magazine is devoted almost entirely to presenting the new range of I-KONTROL remote controls. A new generation of devices born of the knowledge that Ikusi has acquired in the remote control sector over the last 30 years. A range that offers the perfect combination of sophisticated design with extraordinary configurability and reliability. With their vast number of features and high

MORE
FLEXIBILITY.
PRODUCTIVITY.
SECURITY.
RELIABILITY.
SERVICE.

degree of customisation, the three I-KONTROL versions (IK2, IK3 and IK4) are one of the most complete ranges on the market. And all at competitive prices. *Page 5.*

We interview Miguel De Maria, Director of Tecnomira, Ikusi's exclusive remote control distributor in Brazil.

Page 2.

Summary



Interview with Miguel De Maria, distributor in Brazil



Introducing the new TFT 2.0 display



Video tutorials as support tools



New I-KONTROL range



Advert for the I-KONTROL range



From Fair to Fair



Miguel De Maria,
Director of Tecnomira
(Ikusi Distributor in Brazil)



TECNOMIRA

Introducing Ikusi remote controls in new segments like the mobile sector is one of the strategies that you have defined. How are you going to go about it?

The mobile segment in Brazil offers considerable possibilities. We are aware of the potential of this market, and, for that reason, we have just recruited a new member of staff, Rafael Golfar, who is going to dedicate himself exclusively to the mobile segment.

Regarding our strategy, it is underpinned by three pillars: testing our equipment in companies, making regular commercial visits, and attending the M&T Expo, the construction and mining fair. At the moment, Ikusi remote controls are being tested by different companies around the country, and, once they have been approved, it will create new market expectations. So, as I mentioned earlier, we have a lot of commercial work ahead of us visiting companies on a regular basis, more than once a year. That's where we want to focus our energies, on commercial visits, which means that we are going to be very selective about which fairs we exhibit at. Next year, we are only going to attend the M&T Expo in Sao Paulo, and the budget we usually spend on fairs is going to be channelled into commercial operations.

In the remote control market, after sales service is an added value. How do you articulate an efficient after sales service in a country as large as Brazil, especially when you have to address the needs of two different sectors: the industrial one and the mobile sector?

The only way to achieve this is by building a network of well-equipped partners throughout the country, so that they can provide local services. A network backed by Tecnomira's SAT and, of course, by the Ikusi support team.

“Ikusi’s remote controls are highly competitive, as they’re standard devices that we distributors can customise”

A year ago, Tecnomira became the exclusive distributor for Ikusi remote control devices in Brazil. At its offices in Sao Paulo, we had a lively conversation with the director, Miguel De Maria, who was optimistic about the growth possibilities for Ikusi thanks to the gradual industrialisation of the country.

Everyone’s talking about the business opportunities that Brazil offers to numerous sectors. Is that also the case of the remote control sector?

This year, Brazil's GDP is set to grow by around 2.5%, and by approximately 3% in 2014. But, in my opinion, the growth opportunities offered by our market are not related to the evolution of GDP, but to the evolution that we're going to see in the industrial sector. Take into account that Brazil's rate of industrialisation is still quite slow, but this situation is clearly going to evolve continually and generate business opportunities for selling remote control devices. Added to which, many of the devices currently in use are old and becoming obsolete. So upgrading existing equipment is another market niche for us.

Within this context, the commercial work required is going to be quite basic, and that's why I think that Tecnomira, as the distributor of Ikusi remote controls, will mainly have to be out in the field.

What would you say are the competitive advantages of Ikusi products for increasing market share in Brazil?

In the first place, let me make it clear that Ikusi devices compete with the top of the range, with prestigious brands in the high-end segment of the market. In that context, I think the value for money offered by Ikusi equipment is very competitive.

Being able to deliver equipment fast is something that customers value greatly, but, at the same time, they want a high degree of customisation. In this respect, Ikusi devices are very competitive, as they are standard remote controls which distributors like Tecnomira can customise to meet users' needs. This means we can carry a large stock and, therefore, be in a position to deliver devices very fast.

Another thing that the market demands and values more and more are devices with all the relevant approvals and certifications, and this is something that Ikusi has always excelled in. Finally, let us not forget that Ikusi has been operating in the Brazilian market for more than 20 years, and has thousands of devices installed around the country, which is also an excellent calling card.



Did you know that...?

TFT 2.0, the display that lets you prioritise information with alarms



Naroa Sasieta
R&D Technician, Ikusi
Remote Control Unit

Customisation, incorporation of technology and the quest for greater security are some of the hallmarks that define Ikusi's remote control products. These values are not only applied to the end product (the remote control device), but to many of its individual components as well. A good example of this philosophy is the new 2.0 display that comes with the iK2, iK3 and iK4 models.

The new standard functionalities include two special features: the possibility to configure alarms set by factory default, and a display menu for configuring these alarms and the actual display (language, backlight, etc.) by the user itself.

Ikusi remote control devices are used in dozens of countries around the globe, and, therefore, in the most varied environments, but each user can prioritise different types of information according to their working conditions. One of the options offered by the new Ikusi display is

that users can now prioritise certain signals over others, analogue or digital, and configure alarms. This means that when the defined activation criteria are met, the information shown is automatically sorted according to the parameters set by the user, with the most interesting items first.

Alarm configuration

The displays let you configure alarms for both analogue and digital returns, according to different thresholds and activation criteria. The alarms may be associated with a signal in amber or red, and can be configured according to two different priorities: High and Medium. The desks have a multicolour LED for signalling alarms correctly.

In the case of analogue returns, up to three activation areas can be defined, according to the thresholds set by the user.

Digital returns can be associated with alarms in ON status and/or OFF status. The digital return alarms can also be configured automatically, based on the signal colours set (red alarms for high priority or amber alarms for medium priority), and, if required, can be modified again.

A menu available in several languages

The display alarms menu is available in five different languages, so the device can be easily set to the user's location.

Furthermore, the menu has an option for resetting the factory defaults, which means that users can switch the display back to the values it had when it left the factory, which by default are set to the English language, a specific backlight and the alarms that were configured when the device came off the production line.

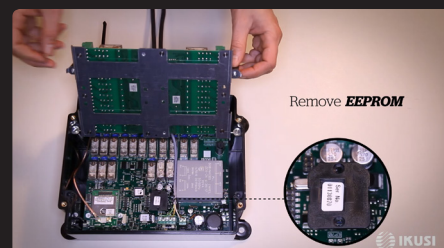


When the support is via video

Offering a good, rational and efficient service is one of Ikusi's principal objectives. As customers know, they can send any queries about products to our specific support email account (support.tlc@ikusi.com), and Ikusi professionals will be happy to clarify them. And because we know that quality and speed are added values when offering support, we have created a new section on our website, where customers can view ten video tutorials

related to our remote control devices and the following after sales aspects: changing the frequency band on the pushbutton, EEPROM copying, replacing the pushbutton, changing the pushbutton transmission logic, changing the frequency band on the desk, EEPROM copying, replacing the desk, changing the desk transmission logic, changing the LR 70 reception logic, and changing the MR06 and MR11 reception logic. These videos aim to

offer a fast and efficient response to the most frequent queries regarding the use of Ikusi remote controls and their functionalities, and they can be downloaded on demand in either Spanish or English.



Ikusi... I have a question

1. What's the difference between receivers with CAN connection or receivers with PROFIBUS connection?

When we have a system with CAN receiver, it is connected to PLC through CAN bus. When any customer asks for specific node communication, it means CAN node. That node will be the communication address between IKUSI's receiver and customer's PLC.

When we have a system with PROFIBUS receiver, it is connected to PLC through PROFIBUS bus. When any customer asks for specific node communication, it means PROFIBUS node. That node will be the communication address between IKUSI's receiver and customer's PLC. In this case, CAN node is an internal node IKUSI's receiver uses for communication between receiver board and PROFIBUS gateway, so

that it is transparent to customer.

When configuring a PROFIBUS system, CAN node should not be modified (internal communication between receiver and gateway); Meanwhile, PROFIBUS node is the one that could be modified depending on customer's requirements to communicate with PLC.

2. With I-KONTROL systemS, could I use every kind of LE board?

It depends. I-KONTROL requires LE73IK transmitter board, that could be LE73ik_LCD and LE73IK_TFT. For I-KONTROL systems without TFT, both kind of boards could be used. For I-KONTROL systems with TFT, only LE73IK_TFT could be used. In any case, and in order to avoid future incompatibility issues when adding

TFT to any I-KONTROL system, it is recommended using exclusively LE73IK_TFT for every I-KONTROL system.

3. I-KONTROLs system uses multiband radio. What does multiband radio mean?

Multiband radio allows communication between transmitter and receiver in the whole frequency range (400Mhz-800Mhz), so on full-duplex communication transmitter-receiver in different frequency band for maneuver orders and feedback, using only one radio.

There are two multiband radio options: Embedded radio (antenna is not required, as it is included in the radio); and with MCX connector, ready for adding antenna, in the 400Mhz band (left side connector) and 800Mhz band (right side connector).

NEW

Ikusi news

New I-KONTROL range: robust inside and outside, and highly customisable

The new I-KONTROL range is the result of the knowledge that Ikusi has acquired in the remote control field over the last 30 years. It is a range that offers the perfect combination of sophisticated design with extraordinary configurability and reliability. With their vast number of features and high degree of customisation, the three I-KONTROL versions (IK2, IK3 and IK4) are one of the most complete ranges on the market. And all at competitive prices.

If there is one outstanding feature of the new I-KONTROL range, it is its degree of customisation, which is not only one of the highest on the market, but is also standard. The range therefore includes customisation tools such as the EEPROMS recorder for configuring the device in the field and recording its performance in the memory, while the REPCON product configurator

lets you customise the device mechanisms, hardware and functionality to your own needs.

Another novelty of the new I-KONTROL range is the Super Key, which offers a start button and a 5-position selector switch, all on the same device. This patented device comes with a high-capacity internal memory and an RFID tag with a UID (Unique Identification Number) to improve security and traceability.

The graphic displays of the entire range plus the TR-800 CE full-duplex multiband radio are the perfect devices for supporting the new alarm management and configuration functionality. None of this would be possible without the main core: a powerful CORTEX M3 microprocessor that offers high performance and features with low energy consumption. The result is a product that is not only impeccable, but secure.

Germán Etxegarai
Head of Mechanical
Projects

Ion Recondo
R&D Technician,
Software Expert

A range designed with the customer in mind

Usability, versatility and convenience, plus careful consideration of the ergonomic aspects, were the values at the heart of our thinking when we designed the new I-KONTROL range. Robustness was another quality we wanted to maintain in this product, which is why we made the devices out of materials with high impact and fatigue resistance. These new desks are designed for use in the most diverse settings and environmental conditions.

All of these characteristics can be grouped into three basic hallmarks that set the new I-KONTROL range apart from its competitors: technology, robustness and customisation.



IK4

IK3



IK2



MORE
FLEXIBILITY.
PRODUCTIVITY
SECURITY
RELIABILITY
SERVICE



Ikusi news

ONCE UPON A TIME, THERE WAS A DOG, A CHINESE MAN AND A FILIPINO...



watch video



or go to:

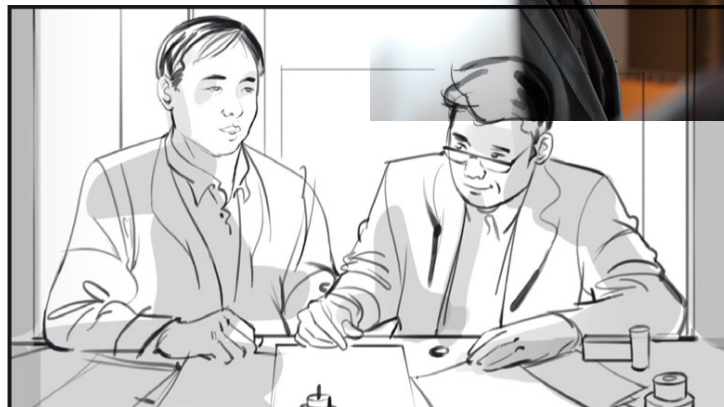
www.ikusitlc.com/en/videos

and discover the new
I-KONTROL range.
You'll be amazed!

A dog, a Chinese man and a Filipino. So begins the launch video for the complete range of I-KONTROL remote controls. It might sound like nonsense, but it isn't. In fact, it's an original way of publicising the merits of the new I-KONTROL models. After all, they have been designed with customers in mind, for customers who more and more are demanding products that they can adapt to their particular needs. Ikusi has listened hard to these demands and internalised the message. The result is this new range of I-KONTROL remote control devices, that are more flexible and deliver a better service, as well as greater productivity, greater security and greater reliability.

The I-KONTROL range of remote controls represents a qualitative leap in Ikusi's offering, which is why we wanted to accompany the market launch with a special video and a pinch of humour.

But why are a dog, a Chinese man and a Filipino presenting the new I-KONTROL range?





Ikusi presence



Keen to reinforce its global presence and support different local distributors, over the last few months Ikusi has attended five fairs, held in Belgium, Brazil, Chile, the United States and Russia.

The first event was Exponor in Antofagasta, Chile, a fair targeted at the mining sector, which Ikusi attended with its distributor Laugher to present its i-KONTROL family and pushbutton boxes with a proportional pushbutton. Just a few days later, Ikusi executives travelled to Moscow to join the distributor Velasat at Cranexpo. There, the i-KONTROL family, with its three models (IK2, IK3 and IK4), was the centrepiece of the stand.

For some time, the mobile segment has been one of Ikusi's strategic objectives, and it was precisely to present its offering for this sector that Ikusi attended Matexpo, held in Belgium. At this fair, it was joined by its distributor in the region, Indic, and took the opportunity to present its updated i-KONTROL range, as well as the new MP20 and MP08 receivers.

In Brazil, Ikusi has attended two fairs with its local distributor Tecnomira. The first event was Intermach, held in the city of Joinville. This fair brings together the largest equipment suppliers for the industrial, ceramic and mining sector in the Santa Catarina region, where Ikusi presented its entire range of Atex remote controls for explosion hazard areas. The second event in Brazil was Mercopar, a fair targeted at the largest equipment suppliers for the region's industrial and mobile sector.

Finally, Ikusi attended ICUEE, with its distributor Cervis, to consolidate its position as a leading supplier of remote control devices in the US market. This position is founded on top-of-the-range products and a proven capacity to offer customers a high value-added service.



Когда технология встречается дизайн



Внешняя антенна



Цветной экран



Возможность работы в разных диапазонах частот

LIFE ISN'T ALWAYS WHAT YOU WANT IT TO BE

Fortunately,
with our products
it can be

This is the complete
I-KONTROL range

More flexibility
More productivity
More security and reliability
More service



watch video



or go to:

www.ikusitlc.com/en/videos

and discover the new
I-KONTROL range.
You'll be amazed!



IK-2



IK-3



IK-4

 **IKUSI**
velatia