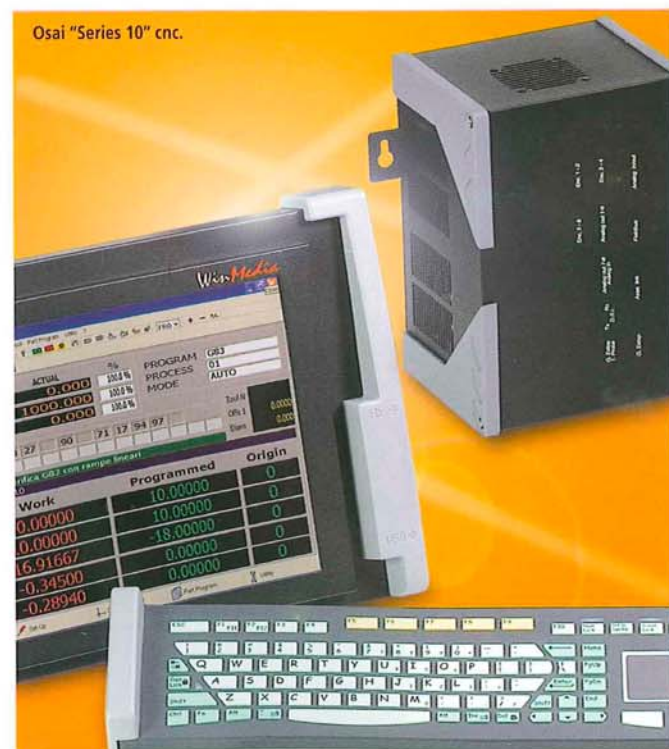


PRIMA ELECTRONICS: A NEW COMPANY SIZE

2009 marked a significant turning point for the company based in Moncalieri (Turin) **Prima Electronics** (www.primaelectronics.com): at the beginning of the year, in fact, the company completed the integration of **Osai** (www.osai.it), a process that got underway in July 2007 with the acquisition of 100 percent of the company's shareholdings.

Thanks to this acquisition, Prima Electronics – a member company of the **Prima Industrie Group**, with over 30 years experience in the development of electronic solutions for the most diversified range of applications – has become the biggest Italian manufac-

turer of cnc systems. With a workforce of ca 200 people, 25 percent of whom specialise in the design of hardware and software products, and a turnover, for 2008, of over 41 million euros – over 7 percent of which is allocated to research and development activities – Prima Electronics has fine-tuned for customers working in the areas that constitute Osai's traditional strengths (wood, glass and stone processing tools) a development strategy for cnc products that makes full use of the skills and the know-how of a sector that has always been a benchmark in the motion-control market.



In addition to its internal design, marketing and sales resources, the company can also rely on manufacturing plants for Hw products using state-of-the-art technologies, and a highly advanced software development centre. As a result, Prima Electronics ensures its Osai product line-up the quality standards and the industrialisation capacity needed to compete successfully on international markets, including an in-depth after-sales service network. The new company size has laid the foundations for a new product line that amounts to a global solution to all customer needs.

Prima Electronics is announcing **"OpenControl"**, a new generation hardware and software platform for automation and motion-control products linked in a single network, hence the name **"OpenControl"** (**Osai Prima Electronics Network Control**). It is a product line consisting of a full range of solutions: from **"OpenBasic"**, a low-

priced plc of compact design, to the highly sophisticated numerical control designed to handle complete manufacturing processes. Born of the experience acquired with the cnc systems currently available on the market, the **"OpenControl"** line stands for continuity in innovation.

Continuity stems from downward compatibility with the controls of Osai's current **"Series 10"** line, of which the new Series retains all the design guidelines and, in particular, the human-machine interface (Hmi), so that it proves possible to link to the same ethernet network a **"Series 10"** cnc alongside **"OpenControl"** Series units and to monitor their operations from a single front-end pc in which the Hmi software is installed.

Innovation lies in the new hardware and software technologies that have gone into the development of **"OpenControl"** family products. ■