

EMO 2001: Profiling

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## High profile as a systems provider

# “An opportunity to show our complete offering”

Agie Charmilles will have a dominant presence at the world’s largest machine show from September 12 to 19 in Hanover, Germany. The Group is tripling the size of its exhibition space and linking all the brands with a vision to become the world’s leading systems provider.

Bernhard Kasper, head of Agie Charmilles Market Region Europe North, said EMO (Exposition mondiale de la Machine-Outil) is an ideal platform to demonstrate the Group’s remarkable transformation since EMO 1999 in Paris.

“We are already recognized as a world leader in electric discharge machining and high-speed milling,” he said. “EMO 2001 is an opportunity to go beyond that and show visitors the true diversity and depth of our portfolio, including tooling and automation, software, consumables and after-sales service. With the recent acquisition of new brands linked to a global vision and strategy, we have become

a complete systems provider capable of adapting quickly to the needs of our customers. This puts us three to four years ahead of the competition.”

### Intense effort and dedication

The Group has increased its physical exhibition space from 880 square meters in 1999 to 2300 square meters, making it one of the largest booths at EMO 2001. Realizing this project required countless hours of work and a considerable investment. “We began preparing for this year’s event almost as soon as EMO 1999 was finished,”

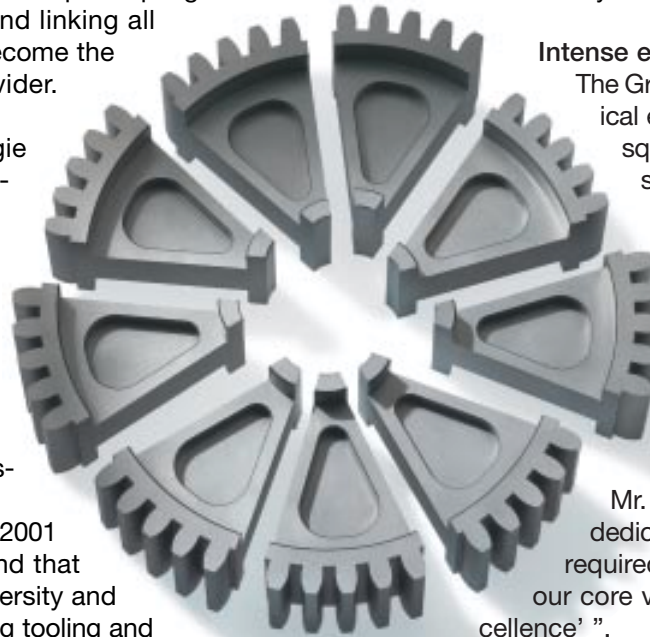
Mr. Kasper said. “For me, the dedication and mastery of detail required for this event illustrate our core value of a ‘Passion for Excellence’ ”.

The specially designed booth visually links the Group’s brands – Agie, Charmilles, Mikron, Actspark and

# “EMO 2001 is the most important industry event of the year for us.”



Bernhard Kasper,  
Head of Market Region  
Europe North



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## Quick facts: EMO 2001



### What

World's largest trade fair for the machine tool industry.

### Where

Hanover, Germany

### When

12–19 September 2001

Open daily 9:00–18:00 hrs

### How many

2000 exhibitors

### How large

14000 m<sup>2</sup> total exhibition space

### More information

[www.emo-hannover.de](http://www.emo-hannover.de)

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Intech – but allows each to profile its own strengths. Just across from the Group's booth, System 3R and Mecatool have a separate exhibit. This reinforces System 3R's "open architecture," which means its tooling and automation products continue to be compatible with all major machine manufacturers, including those of the Group's competitors.

Mr. Kasper explained that EMO is the most important industry event of the year for Agie Charmilles. "First, it is clearly the leading trade fair for our industry, with over 70% of its visitors coming from Europe. This is important because Europe accounts for more than half of our geographic sales. EMO is the ideal venue for meeting prospective customers as well as renewing contacts with long-time clients."

### Prominent role for automation

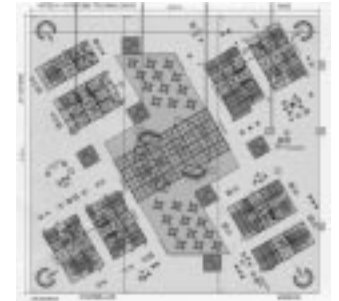
"Our exhibit will prominently feature automation, which has enormous business potential for the future," added Mr. Kasper. "Fully-functional System 3R robots will demonstrate how an automated production cell works, from changing the clamping and palletizing systems for workpieces and tools to linking the various steps in EDM machining and high speed milling – all guided by user-friendly handling software."

There is a high level of enthusiasm among the Agie Charmilles staff at EMO 2001, according to Mr. Kasper. "The EMO teams for each brand have led preparations for this event, but all employees have played a role. EMO requires us to roll out several new products at a specific time, and it takes every one of our 3500 people to make that happen."

For Mr. Kasper, the successful completion of EMO means the start of an even more intensive phase of work. "When the EMO is finished, we will immediately begin contacting all of the prospective customers we've met and taking orders for products. Then, those products must be produced and delivered, requiring the efforts of many people," he explained. "EMO is a very important event, but it is only the beginning."

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## Quick facts: Agie Charmilles' booth



- Hall 23, Stand A 24
  - 2300 m<sup>2</sup>, staffed by more than 100 people
  - Links "systems provider" with the strengths of each brand
  - Comprises Agie, Charmilles, Mikron, Actspark and Intech brands
  - Separate but adjacent exhibit for System 3R and Mecatool
  - Additional System 3R booth in Hall 2, Stand E 52
-

## Hospitality area forms central link New EMO booth showcases our brands

Agie Charmilles' new EMO 2001 booth, which was more than a year in development, consists of a modular unit constructed of durable materials including oak and maple wood, stainless steel, sandblasted glass

and corrugated aluminum. On the over 2300 m<sup>2</sup>, each brand is featured separately with its own visitor reception area. The exhibit includes 22 flat screen monitors continuously displaying brand information,

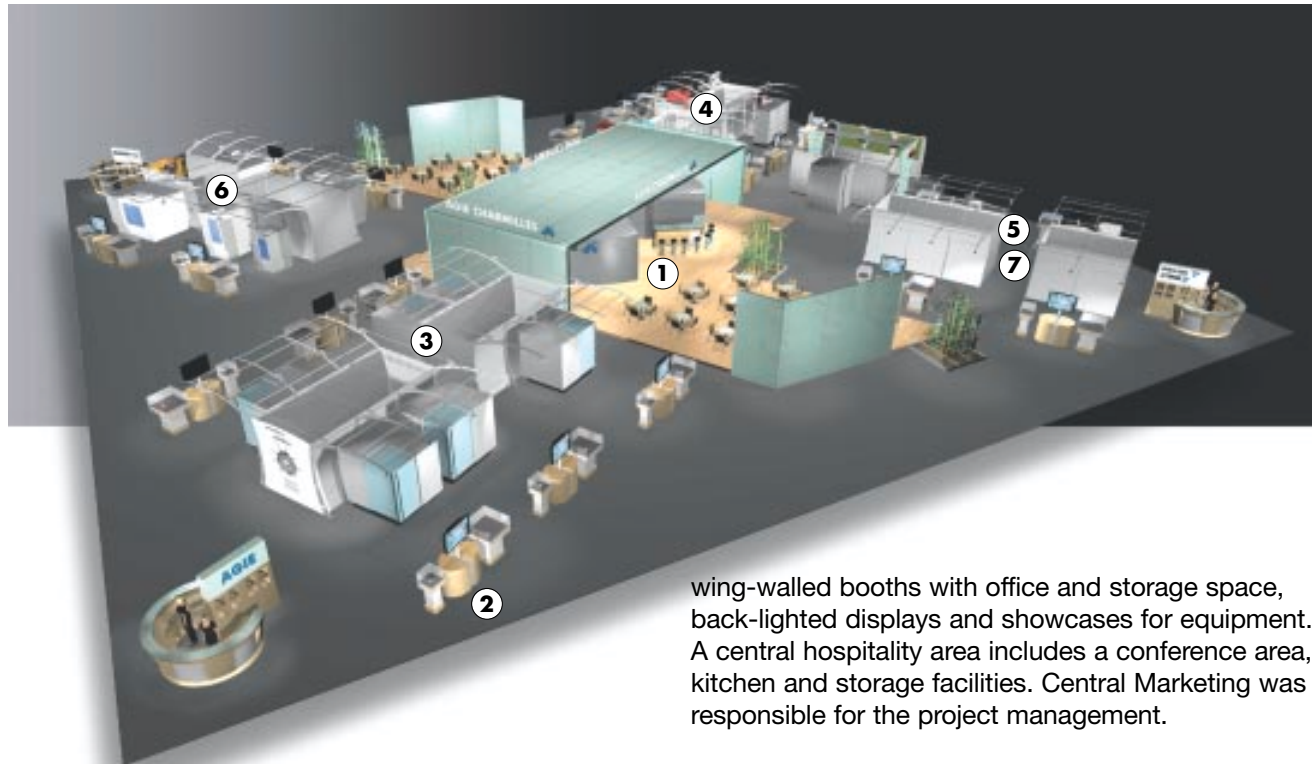
- ① Central hospitality area with individual meeting rooms



- ② Flat screen video monitors



- ③ **AGIE**



wing-walled booths with office and storage space, back-lighted displays and showcases for equipment. A central hospitality area includes a conference area, kitchen and storage facilities. Central Marketing was responsible for the project management.

- ④ **CHARMILLES**



- ⑤ **ACTSPARK**



- ⑥ **MIKRON**



- ⑦ **INTECH EDM**

We can evolve with the market

## Sharing our vision to be the leading systems provider



Kurt E. Stirnemann,  
CEO Agie Charmilles Group

*Agie Charmilles is positioning itself at EMO 2001 as a "systems provider." What does that mean?*

"Systems provider" means that Agie Charmilles is uniquely positioned to offer all the technologies essential to the toolmaker's shop, from electric discharge machines and high-speed milling to tooling and automation, along with service and support. We offer entry-level, standard and high-end machines, replacement parts and technical platforms to support complex machine tool processes. The concept of "systems provider" implies not only selling individual machines to our customers, but also offering compatible accessories and software that link everything together. The computer industry uses "plug and play" to express the smooth functionality of all the components in a system; what we are aiming for in our industry is "plug and work." That's what the customer wants.

*How does this differ from the Agie Charmilles of years past?*

For many years, we have been renowned for our EDM expertise through the Agie and Charmilles brands. We have evolved from a 100% dependency on EDM to become a more versatile, well-rounded company. The acquisitions of Mikron and Bostomatic give us a solid market presence in HSM. Our System 3R and Mecatool

brands provide the technology to integrate and automate tool room tasks. Finally, by offering consumables, our Intech brand completes the picture of Agie Charmilles as a single, reliable partner able to meet a wide range of customers' needs.

*Why does Agie Charmilles want to be a systems provider?*

With our capability to combine and integrate the key technologies for the tool and mold making industry, we can evolve with the fast-changing needs of our customers – not only today, but long into the future. That puts us years ahead of the competition and strengthens our position as the industry leader.

*How does this increase the Group's value to customers?*

By being a systems provider with a diverse product portfolio we can meet our customers' needs for more streamlined work processes and better compatibility between machines and technologies. This will help our customers achieve greater efficiency, enabling them to meet shorter delivery times, compensate for labor shortages and compete better in the marketplace. Finally, our global presence ensures that wherever our customers need us, we will be there.

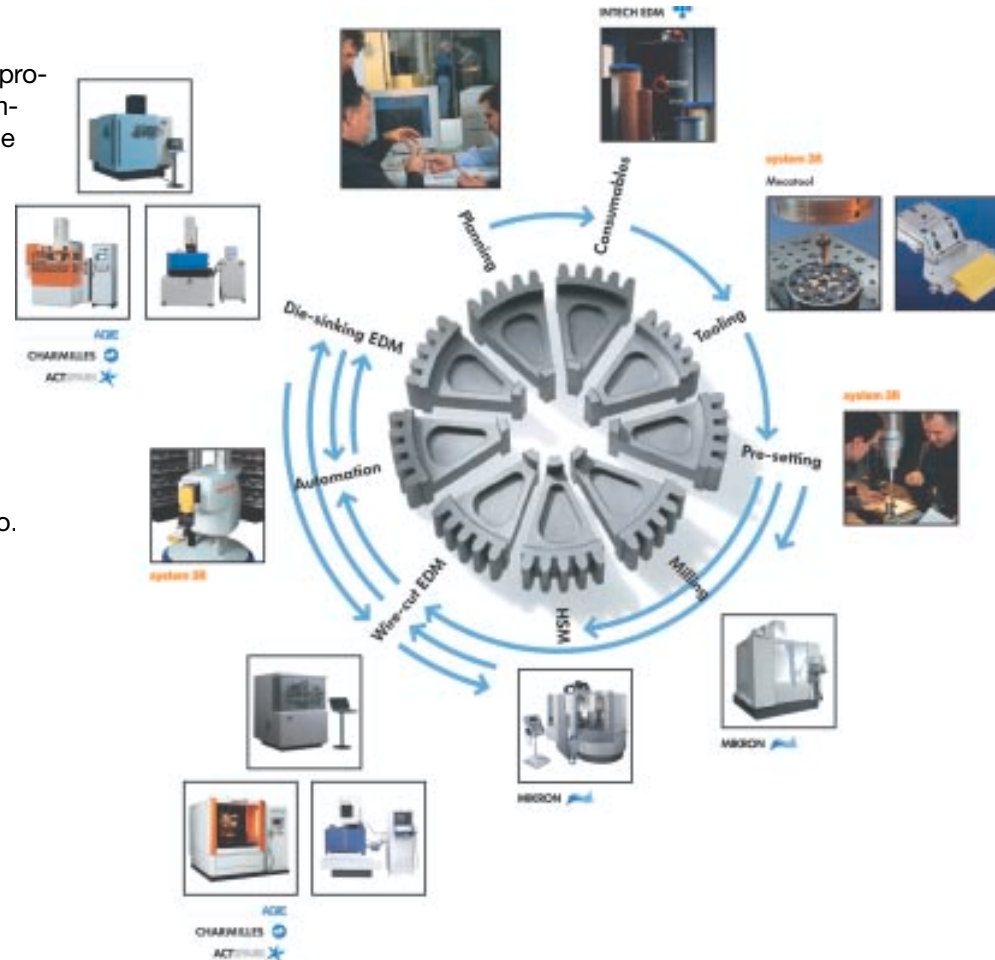
**"With our capability to combine and integrate the key technologies, we can evolve with the fast-changing needs of our customers."**

Kurt E. Stirnemann,  
CEO Agie Charmilles Group

# Interview

**How do you see the Group's evolution?**

Perfecting our vision of being the leading systems provider will take time, and it will mean a continued commitment to excellence by every employee worldwide. Our evolution will mean constant re-examination of the market and focused pursuit of new technologies and resources on behalf of our customers. For the Group's 3500 employees, our strategy requires a heightened awareness of how our brands relate to one another to the benefit of the customer. Our future as a systems provider could include new products and services, but our customers, employees and shareholders can expect our transition to be more evolutionary than revolutionary. As always, "Passion for Excellence" remains at the center of everything we do.



**What does "Systems Provider" mean?**

For Agie Charmilles, "systems provider" means the capacity to offer the technologies essential to the toolmaker's shop, from electric discharge machines and high-speed milling to tooling and automation, along with service and support. This includes entry-level, standard and high-end machines, replacement parts and technical platforms to support complex machine tool processes. "Systems provider" not only implies selling individual products to our customers, but also the links that make everything work together smoothly.



## New products at EMO 2001

# Global platform for product launches

### AGIE

#### Agiecut Vertex

Agie's newest product is the Agiecut Vertex, a top, high-end wire-cut EDM machine that sets new industry parameters. Achieving surface qualities of Ra=0.05 µm, the Agiecut Vertex is twice as precise as other high-end machines on the market. Moreover, it has a footprint of only 1.40 m x 1.90 m, half as large as comparable machines. The control system, the generator, wire- and dielectric units are fully integrated into the machine.



As the most important machine trade fair in the world, EMO 2001 is the ideal platform for Agie Charmilles to launch a new generation of sophisticated products. In Hanover, the spotlight will be on EDM and HSM machines that employ the most advanced technology and meet exacting customer requirements for precision and ease of use. Some of the newest products are featured on this page.



### CHARMILLES

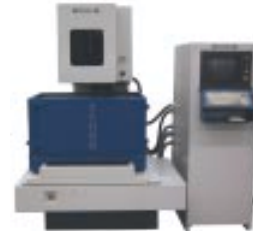
#### Charmilles Robofil 390 and 690

Charmilles is launching two new standard-segment wire-cutting EDM machines – the Charmilles Robofil 390 and 690. This new family of flushing-machines offers an outstanding price-performance ratio. Both machines are equipped with the Charmilles Millennium CNC, a new and easy-to-use EDM computer numeric control system based on Windows NT.

### ACTSPARK

#### Actspark Xenon and SD1

New under the Actspark brand name is the Xenon wire-cut EDM machine, with a greatly improved cutting rate and an excellent price-performance ratio. Another new model is the Actspark SD1, a dedicated hole-drilling EDM machine. The models, which are both manufactured at our Beijing Agie Charmilles plant in China, are solid entry-level machines with good market potential in Europe.



#### Mikron HSM 400U

The Mikron HSM 400U is the first universal milling center in the world that offers simultaneous 5-axis machining at ultra-high-speed. Thanks to a rotary axis table equipped with direct drive technology (linear motor technology), the machine achieves the same dynamics in all five axes.

### MIKRON

#### Mikron XSM 400

The Mikron XSM 400 is an ultra-high-speed milling center for high-end applications. The strong feed drives and the high-performance control offer faster and even more accurate machining of workpieces thanks to its 2g (twice the force of earth's gravity) acceleration capability.





**Mikron HSM 600/800**  
The Mikron HSM 600/800 is a high-speed milling center with an integrated palette changer. It is well adapted for the automated machining of large work-pieces.

**INTECH EDM**



**Resintech Greenline**  
Intech's Resintech, the world's most successful system for resin in exchangeable barrels, is now also available with special recyclable resins, thus earning the name "Greenline".

**system 3R**

**WorkMaster Compact**  
A well-specified single machine automation package comprising robot and tooling rack, especially designed for automating EDM and milling machines.



**Mecatool**  
The Mecatool brand is launching a newly designed clamping system that ideally complements the existing product range of small palletizing solutions.



**Mikron VCE 800W**  
The Mikron VCE 800W is a new entry-level milling machine, featuring a Heidenhain TNC control. This standard vertical machining center has an excellent price-performance ratio and is well engineered for universal applications in the tool shop.



**Mapaz**  
An IT module that fully integrates the ID-chip based System 3R WorkShopManager software.

**3HP Leveling Head**  
The newly developed clamping device orientation system significantly improves the performance of wire-cut flushing EDM machines.



## Test your knowledge of EMO 2001

# You have the chance to win a Palm Pilot!

All Agie Charmilles employees are invited to participate in the following quiz, based on information in this special edition of Newsflash. All entries with correct answers will be eligible for a drawing held on 30 September 2001. The winner will receive a Palm Vx™ organizer.



To enter, photocopy this page, fill in your name, location and telephone number and/or e-mail address and put an "x" by only one answer for each of the five quiz questions. Please fax your entry to +41 (0)91 806 93 55 by 30 September 2001.

The Palm Vx™ features an ultra-thin, anodized aluminum case and weighs only 110 grams. It has an advanced LCD screen, memory for thousands of names, addresses, telephone numbers and e-mail messages. The lithium ion batteries can be quickly recharged in the HotSync® cradle. A full charge lasts for about a month. With the Palm Vx™, you can organize your life in style.

Name \_\_\_\_\_  
 \_\_\_\_\_  
 Location \_\_\_\_\_  
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 Telephone \_\_\_\_\_  
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1.  
**What does it mean to be a systems provider?**
- We can offer all the technologies essential to our customers' needs
  - We are developing a web-based system for customers to track their orders
  - We are providing our customers with electronic feedback forms

2.  
**What does EMO stand for?**
- Exhibit of Machines in Operation
  - Exposition mondiale de la Machine-Outil
  - European Machine Organization

3.  
**What is the significance of EMO 2001?**
- Largest machine tool fair in Germany
  - Largest machine tool fair in Europe
  - Largest machine tool fair in the world

4.  
**What size is Agie Charmilles' EMO 2001 exhibit?**
- 3200 m<sup>2</sup>
  - 800 m<sup>2</sup>
  - 2300 m<sup>2</sup>

5.  
**What does System 3R's "open architecture" refer to?**
- Its products are compatible with all major brands, including competitors
  - Its products can be used in Europe, Asia or the Americas
  - Its products are manufactured to the specifications of individual customers

### Impressum

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