

Omron Holds “Omron Total Fair” at Manufacturing Expo 2015



Omron, a leader in sensing and control technology, reaffirmed its commitment to meet the challenges of industrial, social and life sectors in Thailand through the organisation of Omron Total Fair Thailand (OTF-TH). Held from 24 to 27 June 2015, OTF-TH is part of the Manufacturing Expo (ME) 2015 exhibition at Bangkok International Trade & Exhibition Centre (BITEC).

Omron Total Fair is a comprehensive exhibition event that brings together all types of technologies, products, and services provided by the Omron Group as part of its company-wide strategy for assuring growth in Asia. OTF-TH is the fifth instalment of Omron Total Fair, which was previously held in Jakarta and three other cities in China. The next exhibition will be held in India in 2016.

Growth in Asia is the key to the realization of Omron’s long-term management vision for Value Generation 2020 (VG2020), and Thailand is one of its key countries in the region. Through OTF-TH, Omron will showcase its automation solutions and innovations that focus on improving manufacturing productivity, quality of automotive vehicles and home appliances, power and social infrastructure, and home-based healthcare in Thailand.

For the first time in Thailand, Omron is bringing all its businesses together to showcase its total capabilities in the largest booth at ME 2015. Spanning 555 sqm area in a two-storey booth, OTF-TH is located in Hall 101 and booth number G31. One of the exhibition highlights include Omron’s award winning ping-pong robot, which will be exhibiting in Thailand for the first time. ME 2015 visitors are encouraged to engage in a rally with the robot to experience how Omron’s sensing and control technology reads and predicts their movements to create harmony between humans and machines.

The exhibition is structured around Omron’s core technology - sensing and control - and is divided into four zones:

- **Future Technology:** Sensing and control technology takes various pieces of data and transform them into valuable information. Omron’s Sensing & Control + Think Technology goes one step further by enabling machines to understand people’s movements and intentions, thereby creating harmony between humans and machines.
- **Industrial zone:** Introducing Omron’s extensive line-up of control components that provide solutions to customers’ challenges, applications for quality and safety improvement, as well as high-quality, speedy service that contributes to the advancement of creative industry sites.
- **Social zone:** Introducing the Omron components and systems that tackle issues within social infrastructure such as transportation and power to help create a society that people feel safe living in.
- **Life zone:** Introducing Omron’s electronic components and modules for use in cars and home appliances, as well as healthcare equipment and services that help ensure customers lead healthy, comfortable and convenient lifestyles.

Yutaka Iitaka, President of Omron Asia Pacific said, “With two decades of experience in the local

market, Thailand has and will remain a key focus for Omron. Together with Thailand's position as a key stakeholder in the ASEAN Economic Community 2015, Omron is well poised to achieve our goal of contributing to the benefit of the Thai society through harmonizing humans and technology in the industrial, social and life sectors."

To find out more information about OTF-TH, please visit www.omron.co.th.