

Call for Papers

Joint Seminar from EIS (Sound & Vibration Product Perception Group) and Warwick IMRC.

Venue: WIMRC Digital Lab, University of Warwick– Tuesday 17th April 2012.

Techniques for Delivering a Positive Emotional Response to Products and Environments

(Shaping the emotional response to products by the optimization of sound and vibration)

Making products that are right for customers is our number one objective. Recent research shows that products often fail in the market because “wants and needs” are not fully understood and met by product designers and developers.

With the advances of computer aided design, analysis and testing, the majority of consumer products (including vehicles) should exceed customer expectations - so why do some customers still complain?

The noise and vibration performance can affect “nice to live with” ratings and hence future sales. During the design and development process product sound, noise and vibration can be a lower priority than for example; the suck of the vacuum or the speed to boil of the kettle. If your customer cannot hear the telephone ring above the noise of your product and consequently misses the important call - will they ever buy from you again?

How to measure, understand and improve the sound and vibration quality of our products will be an increasingly important differentiator that needs to be exploited to maximise market share.

This one-day event is an opportunity for those involved in the acoustics/vibration field to present their research and to network with influential figures from industry and academia.

Applicants are invited to submit an abstract of their presentation within the field of sound and vibration quality, consistent with the theme described above. Closing date for abstract submission is Friday 14th Jan 2012.

Please contact: Lisa Mansfield, Engineering Integrity Society, 18 Oak Close, Bedworth, Warwickshire, CV12 9AJ

Tel: 02476 730 126 Email: lmansfield@e-i-s.org.uk <http://www.e-i-s.org.uk>

Tuesday 6 March 2012

Instrumentation, Analysis & Testing Exhibition
The Silverstone Wing, Silverstone Race Track

Tuesday 17 April 2012

Techniques for Delivering a Positive Emotional Response to Products and Environments
WIMRC Digital Lab, University of Warwick

'Engineering Integrity' Journal will be published in February and September in 2012.

The EIS invites practitioners and researchers to submit papers for consideration for publication in the Journal. Possible contributions should be submitted electronically to Catherine Pinder at catherine@cpinder.com. Submissions should be made as Microsoft Word files and should follow the formatting conventions adopted by the Journal of the EIS (Ariel font and size 9 text). Preferred digital format for photographs and figures is as TIF files. All products, methods and acronyms should be fully defined so that readers from other technical disciplines have a clear understanding of the paper. There is no fixed requirement in terms of paper length, but contributions of less than 6 pages (figures + text) in Journal format will be given preferential treatment.

Submissions for the February issue should be received by [Wednesday 14 December](#).

For enquiries concerning advertising please email catherine@cpinder.com

Press Releases for the Industry News section should be emailed to Paul Armstrong at eis@amberinstruments.com

New Release of Computing Software

The latest, substantial new release of Maple™, the flagship technical computing software for mathematicians, engineers and scientists from Maplesoft™ (Waterloo, Canada), has over 270 new mathematical functions and over a thousand enhancements to existing algorithms. Now available from Adept Scientific (Letchworth, Herts), Maple 15's record-breaking solvers for differential equations is just one of many new advances in Maple 15 which enables customers to solve more complex problems even faster.

Adept Scientific, Letchworth, Herts.

Tel: 0462 480055

Email: leads@adeptscience.co.uk

LMS-InterAC partnership completes the LMS Acoustic Simulation solutions to cover the full frequency range.

Recent distribution agreement brings best-in-class Statistical Energy Analysis (SEA) technology to the world's leading acoustic simulation package

LMS International and InterAC have signed a strategic partnership to distribute InterAC's SEA+, SEAVirt and related SEA modules to complement the market-leading LMS Virtual.Lab Acoustics package. In the world of vibro-acoustic simulation, SEA is a technology that provides a reliable solution for high frequency problems as well as full system vibro-acoustic evaluation.

As acoustics takes more of a defining role in product development, vibro-acoustic engineers need better tools to assess concepts and early stage designs. Unlike other methods, SEA does not require geometrical details, but merely global system properties. This is why SEA is ideal early in the concept phase when design details, like CAD or a FEM mesh, are not available.

LMS International. www.lmsintl.com

New motorized pendulum impact testing system for increased productivity and operator safety

Available in capacities from 300 via 450, 600 and 750, up to 900 J, Instron's newly developed MPX motorized pendulum impact testers are ideally designed for testing metals to Charpy and Izod standards. Thanks to their motor-driven raising of hammer with auto-return after test, all MPX systems are quick and easy to operate for increased productivity and operator safety. An electromagnetic brake/clutch control allows the hammer to be safely dropped, whilst its dual latch design prevents accidental release and a safety enclosure with interlocks prevents the hammer from dropping and stops movement when any door is open. An adjustable latch height allows for lower pendulum energy/velocity.

Instron Deutschland GmbH, Pfungstadt, Germany.
Tel: +49 (0) 6157 4029 600.

Electric Motion Control System for Wimbledon Centre Court Retractable Roof

Moog Industrial Group, a division of Moog Inc. (NYSE: MOG.A and MOG.B) has signed a new 5 year contract with SCX Special Projects, Sheffield, UK to continue its support of the motion control system for the Wimbledon Centre Court Retractable Roof, London until August 2015. The new service and support contract is managed by Moog's operation based in Tewkesbury, UK.

Since the installation of the retractable roof in 2009, Moog's motion control system has helped ensure uninterrupted play during all weather for tennis fans worldwide throughout the 2009 and 2010 Wimbledon Championships. The new contract is now set to continue this successful run until 2015.

Moog, Nieuw-Vennep, The Netherlands. Tel: +31 (0)25 246 2034

Easy to use Modular Test Controller from MOOG Handles Wide Range of Tasks

Moog's latest test controller is intended for simple and complex tests on components, materials and vehicles. The new Modular Test Controller is the latest addition to a family that already includes larger units dedicated to aerospace and automotive testing, as well as the Portable Test Controller. Based on input from customers at leading material, automotive and aerospace test laboratories, it provides for efficient operation in an array of testing applications, including shock absorber tests, single-axis test systems, vibration and performance evaluation tests.

Moog, Nieuw-Vennep, The Netherlands. Tel: +31 (0)25 246 2034

Good Vibrations

Sound and vibration leader, Brüel & Kjær, has released its next-generation vibration controller.

Type 7541 and 7542 vibration controllers are designed to meet the requirements of vibration testing for production test applications, offering users the latest technologies as part of the complete vibration test solution from Brüel & Kjær.

Both of the new variants promise to save time and simplify testing procedures by virtually guaranteeing signal under-ranges and overloads are eliminated. This is thanks to dual, parallel A/Ds that deliver an exceptionally wide 130 dB dynamic range for the input channels, without the need for programmable voltage range circuitry.

Brüel & Kjær, Royston, Herts., Tel: 01763 255 780,
Web: www.bksv.com