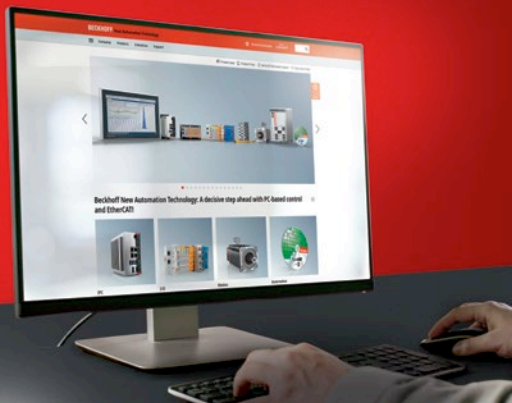


## Beckhoff website relaunch

## Find the optimal automation solution online – now faster than ever



Beckhoff has maintained a web presence with a rich information offering for more than 25 years now. Following a major revamp, the company's new website went live on December 18, 2020. With slimmed-down navigation, new content elements, optimized search functionality, and the myBeckhoff portal, it now offers users easier, more convenient access to the product information and automation solutions they are looking for.

The new Beckhoff website's clearly structured content makes finding the right information exceptionally easy. This is due in part to the simple, scaled-back navigation bar at the top of the home page with links to four thematic sections titled Company, Products, Industries and Support. From here, all it takes is a few clicks to locate the right product detail page or, say, interesting content on industry solutions. The key element on the home page is the products section, located immediately below the navigation bar, which comprises four segments – one each for Industrial PCs, I/O and fieldbus components, drive technology, and automation (software). After the products section comes an extensive news section with the latest updates on the company and its portfolio. These and other news items are also covered in specific categories on lower-level pages. The news section now incorporates more

multimedia content than before, including videos and animations as well as images.

The extensive range of PC and EtherCAT-based control and drive technology from Beckhoff is presented in clearly structured form across several hierarchical levels within the site. The industry pages illustrate the breadth and depth of solutions implemented using PC-based

control, complete with numerous application examples. A Contact button included on every page lists key contact details for Sales, Service and Technical Support at Beckhoff.

The search function, available in the header on each page, has now been optimized and its functionality further expanded to include a new product finder. The search function is content-driven and incorporates filter features with new product selection and comparison options.

### Personalized portal: myBeckhoff

The new myBeckhoff portal offers current and prospective customers a personalized site experience with a variety of features, including the ability to bookmark favorite site pages, sign up for newsletters and manage downloads. To use the portal, they simply need to register and then activate their account. This gives them access to user-specific content in addition to the other areas of the site, and all in a responsive design that renders perfectly on devices of any kind, from smartphones and tablets to desktop PCs.

More information:

[www.beckhoff.com](http://www.beckhoff.com)

### Beckhoff at the Hannover Messe Digital Edition

## Product and technology innovations abound as exhibition goes virtual



Due to the pandemic, Hannover Messe's leading industry exhibition on April 12–16, 2021, is being held as a digital-only event. Beckhoff, continuing its long-standing tradition of exhibiting at the show, will be unveiling numerous new products and technological advancements. On the show's opening day, the company will also be holding the Beckhoff Interactive Automation Day to present its latest news in brief.

Beckhoff continues to drive transformation in industry through its product innovations as well as additions to its existing product ranges. This aligns perfectly with the lead theme at this year's Hannover Messe Digital Edition – "Industrial

Transformation." As the leading knowledge and networking platform for the manufacturing, energy and logistics sectors according to organizers Deutsche Messe AG, the show comprises three main pillars, Expo, Conference and Networking. "Expo" gives online visitors direct access to exhibitors' product showcase overviews; "Conference" offers a virtual program of conferences spanning topics from economic policy issues to technological innovations and solutions; and "Networking" provides functionality designed to enable participants to engage and interact with one another.

Beckhoff is holding its Interactive Automation Day on April 12, 2021, to complement its online presence at Hannover Messe. The company will be live-streaming moderated, in-depth presentations of innovations across all four of its product ranges – IPC, I/O, Motion and Automation (TwinCAT) – and answering questions posted by attendees in interactive Q&A sessions. The idea to hold a companion program of presentations originally debuted to great success at SPS Connect in November 2020, and recordings from the program are available online to view on demand.

Hannover Messe Digital Edition 2021:

[www.beckhoff.com/hm-digital](http://www.beckhoff.com/hm-digital)

SPS Connect 2020 (retrospective):

[www.beckhoff.com/sps-connect](http://www.beckhoff.com/sps-connect)