

**PULSE: Over 50 lines installed**

- › **Over 50 lines equipped with the PULSE solution**
- › **27 of these installed in Germany**

**The success of the PULSE solution from ASYS shows no signs of slowing down: over 50 PULSE lines have already been installed for customers. The greatest share of sales has been in Europe, with more than half of the lines in Germany alone. But PULSE is also attracting growing interest in the U.S. and Asia.**

“The success of PULSE has been overwhelming and clearly underscores the fact that we’re on the right path,” says Herbert Natterer, lead product manager. PULSE was launched with a “try first – pay later” campaign in 2015. In order to raise customer awareness of the innovative software solution and create acceptance for mobile devices in production environments, ASYS offered the first ten customers who wanted to use PULSE the opportunity to test it for several months before actually purchasing and paying for the solution. “Letting our customers simply try it out allowed us to lower the acceptance threshold and respond to skepticism and doubts. They could return the solution if they weren’t happy with it,” Natterer explains the principle. But PULSE impressed every single test candidate and became a permanent part of their production environments. PULSE achieved a new high in 2017: 28 lines were sold in that year alone. “We’ve noticed that customers often start by equipping just one site or line with PULSE. Once the solution has proven its worth, they add it to more lines and locations,” says Natterer. Rising sales figures are also on the cards in 2018. Ten PULSE lines were already sold in the first quarter. “We expect this trend to continue,” says Natterer.

**The PULSE solution from ASYS****ASYS Automatisierungssysteme GmbH**

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With the PULSE “Industry 4.0” solution, ASYS introduces mobile devices and transport robots into the production environment, making the company a pioneer in the industry. The PULSE software is freely configurable. One popular application, Alerts&Info, displays machine messages on smartwatches and tablets, for example. This considerably simplifies the operator’s work. Katinka Eberl heads up the PULSE user interface team. She explains: “PULSE is incredibly easy to use. The basis for orientation is a true representation of the line or a task list that is prioritized and contains simple icons. Users find their way around without the need for extensive training.” The mobile devices show the operator important line information in real-time, allowing them to take immediate action where required. In addition, various systems such as storage cabinets, transport robots, or machines can communicate independently via PULSE, further facilitating the operator’s work.

ASYS offers an open interface, allowing third-party systems to be linked to the software. The PULSE community brings together all system manufacturers in the electronics sector together with products that are “PULSE-capable” thanks to the custom connection. ASYS has established a comprehensive network of partners, allowing an entire production line to be linked up.

### **About the ASYS Group**

The ASYS Group is a global technology company and leading supplier of standard and special systems for the electronic, solar, and life science industries. ASYS Automatisierungssysteme GmbH is the managing company of the Group.

The headquarters in Dornstadt near Ulm, Germany, controls the activities of the subsidiary companies. With over 1000 employees worldwide, the ASYS Group develops, manufactures, and markets high-quality, innovative products. It has a global sales network with local partners in more than 40 countries. 20 branch offices in Europe, Asia, and America enable short support response times.

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