

## **Endress+Hauser launches a 24/7 virtual trade fair experience**

**Burlington, ON** – Since the onset of Covid-19, there have been few opportunities for business people to meet face-to-face. While most major trade fairs and industry events adopted virtual formats Endress+Hauser is giving its version a different twist. Rather than running for a few days, the company’s new virtual exhibit booth will be available 24/7 throughout the winter, so customers can visit it at their leisure. The 3D virtual trade fair booth brings them closer to a comprehensive array of the company’s newest, ground-breaking products, solutions and services in a flexible and informative way, rather than require them to fit their visit into somebody else’s schedule.

The booth has another unique feature. Visitors with a smartphone and VR glasses can enjoy an enhanced visual experience.

The Endress+Hauser booth is accessible around-the-clock from anywhere in the world from every internet-capable device by visiting the following link: <https://apps.endress.com/virtual-booth/>

Additionally, on Dec. 1, Endress+Hauser Canada experts will hold a live, three-hour online event (11 am-2pm EST) entitled *Empower the Field Through Innovation* that complements the digital booth. The event covers four topics of particular interest to the company’s Canadian customer base:

- The power of digitalization
- Advanced analyzers drive quality and ensure compliance
- Instrumentation: Measurement and Beyond – the era of data
- Water as a resource

A pre-registration form for the Dec 1 event is available at <https://pheedloop.com/empowerthefield21/site/home/>.

“The annual Hannover Messe – one of the world largest industrial trade shows – is a major event for Endress+Hauser,” says Anthony Varga, General Manager of Endress+Hauser Canada Ltd. “We’re anticipating that our virtual fair experience will be close to the traditional Hannover booth. Together with our Dec 1 Canada event, we’re covering the key topics that can help our customers optimize their business.”

As in the real world, visitors to the virtual exhibit booth can move from station to station to see products, solutions and services presented, or jump right to the ones that interest them the most. Links lead to further information such as videos, 360-degree views and downloads.

## **Digital intimacy despite physical distance**

“Endress+Hauser is a reliable partner even during difficult times,” says Nikolaus Krüger, global Chief Sales Officer. “Digital solutions such as the virtual exhibit booth help us keep in touch with our

customers. That means we can support them in improving their workflows, preventing process downtime and optimizing their operational efficiency and effectiveness.”

The virtual booth highlights several innovative products that are ready for the IIoT, helping companies move forward with their digital transformation. This includes the Cerabar and Deltabar pressure instruments featuring advanced connectivity and Heartbeat Technology, as well as the thermal flowmeters t-mass 300/500, which offer several new features such as bidirectional measurements.

### ***About Endress+Hauser***

*Endress+Hauser is a global leader in measurement instrumentation, services and solutions for industrial process engineering. Our products – sensors, instruments, systems and services for level, flow, pressure and temperature measurement as well as analytics and data acquisition – set standards in quality and technology. The company further supports its customers with automation engineering, logistics and IT services and solutions. Founded in 1953 by Georg H Endress and Ludwig Hauser, the Endress+Hauser Group has been solely owned by the Endress family since 1975. Today, the Group is managed and coordinated by a holding company based in Reinach, Switzerland, employing almost 14,000 personnel across the globe. In 2018, the Group generated net sales of C\$3.6 billion. Endress+Hauser’s production centres in 12 countries meet customers’ needs and requirements quickly and effectively, while our dedicated sales centres and strong partner network guarantee competent worldwide support.*

### **Press Photos (two images – see attachment):**

Caption for #1 – The experience at the Endress+Hauser virtual fair – on throughout the winter as a 24/7 event – will be close to the traditional Hannover booth. As in the real world, visitors to the virtual exhibit can move from station to station to see products, solutions and services presented.

Caption for #2 – Visitors with VR glasses can enjoy an enhanced visual experience at the 24/7 Endress+Hauser virtual fair.

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