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Beijer Electronics' latest product launch strengthens its position as market leader within HMI technology

Operator communication technology take a leap forward when Beijer Electronics launches iX HMI solution with several new operator panels and iX 2.0 HMI software. Summed up in the concept "HMI at the speed of thought", the iX HMI solution significantly cuts application development costs for customers and provides innovative tools for creating customized applications.

Product development key ingredient to growth

Beijer Electronics is a development intensive corporation and its focus on user-friendliness, reliability and forward-thinking technology choices results in world-leading products. The latest product launch is no exception. Built on an entirely new platform implementing the latest technologies, iX HMI solution offers customers unique ways of optimizing their HMI applications. The new products are marketed globally through Beijer Electronics own organization as well as through distributors.

Adds business value for customers

The new iX HMI software offers tools that cut HMI application development costs for customers, while also enabling them to create larger and more complex applications, processing high-end graphics and handling large amounts of data in an efficient way. Business Area Director for HMI Products at Beijer Electronics, Christian Benz, comments:

"iX HMI solution provides a valued flexibility, enabling, for example, adding custom made functionality through C# scripting and streamlining the application look in line with their own company brand. With panels now ranging from 4 to 21 inches and differentiated performance, customers have more freedom to optimize each application. All in all, iX HMI solution can provide our customers with the all-important competitive edge."

Beijer Electronics' iX HMI solution is a global product offer consisting of software and panels for operator communication. The new panel series TxB and TxC complement TxA (introduced 2011).

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Beijer Electronics is a fast-growing technology company with extensive experience of industrial automation and data communication. The company develops and markets products and solutions that focus on the user. Since its start-up in 1981, Beijer Electronics has evolved into a multinational group present in 21 countries and with sales of 1.4 billion SEK in 2011. The company is listed on the NASDAQ OMX Nordic Exchange Stockholm's Small Cap list with ticker BELE. www.beijerelectronics.se