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**P R E S S R E L E A S E**

# The NEW PI-Konferenz

**Nuremberg, November 28, 2018**: The focus of the PI-Konferenz 2019 organized by PROFIBUS Nutzerorganisation (PNO) has changed. Not only is this evident from the particular selection of topics – ranging from technology trends related to Industry 4.0, to industrial communication application cases, to challenges in the field of IIoT – it can also be seen in the target group for the conference. In 2019, the conference will be targeting more than just the users of PI technologies, from decision-makers to specialists. The “new” PI-Konferenz on March 19 and 20, 2019, in Frankfurt am Main, is welcoming everyone interested in digitalization in an industrial setting.

The new focus is especially clear in view of the selected main topics, including semantics and information models, communication, security and new business models. Up to four presentations will be taking place simultaneously, offering insights into current developments, trends and application scenarios, while also looking at the technical details.

At the PI-Konferenz 2019, the PNO will provide an overview of the future direction of   
PI technologies in view of the requirements of digitalization in the field of production. “Why PROFINET with TSN?” is just one of the various issues that will be addressed, along with questions concerning what rights users have to data within the scope of Industry 4.0. Other focus topics will include security challenges in automation, the network architecture of the future, the latest insights related to PROFINET in process automation, Industry 4.0 information models and new fields of technology.

The conference program will also place a major emphasis on specific technological innovations in the field of PI technologies. Various topics will be presented, such as the representation of PROFINET data in the OPC UA object model, IO-Link innovations such as safety and wireless technologies, eCl@ss semantic identifiers and profiles, APL (advanced physical layer), wireless technology and many other innovations relating to “technology in detail.”

The presentation “Of Butterflies and Tyrants: Outlook into a Future with Artificial Intelligence” by best-selling author Frank Schätzing will be a special highlight of the program.

The PI-Konferenz will be held on March 19 and 20, 2019, in the House of Logistics and Mobility (HOLM) in Frankfurt am Main (Germany). The theme of the conference will be “Into the Age of Industry 4.0 in the Field – Together with PI.” For detailed information on the program and registration visit   
<http://www.pi-konferenz.de>.

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**Graphic:** PI Konferenz 2019 Key Visual  
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