

Automation system builder and PAT leader launches virtual exhibition experience

Automation builder and process analytical technology (PAT) expert, Optimal Industrial Automation, has launched a virtual exhibition stand at [industryexpo.online](https://www.industryexpo.online). Optimal is presenting its full industrial automation control capability, from PLC technology through to distributed control systems, to showcase its expertise online.

Hosted at the IndustryExpo.online virtual exhibition, Optimal's stand has seen visitor numbers rise exponentially since the show went live. The stand features advanced automated solutions and PAT applications aimed at helping manufacturers increase their competitiveness by improving productivity, efficiency, quality and regulatory compliance.

The virtual exhibition stand offers a wide range of information and literature, just as a physical stand would, except a large part of the content is digital and available on-demand. Visitors can browse literature, watch videos and read case studies about how Optimal can support the digital transformation of businesses. The digital booth also offers attendees an immersive experience of photorealistic 3D renders of bespoke, fully automated machines that the company have recently developed.

Martin Gadsby, Director at Optimal Industrial Automation, comments: "We invested in the virtual exhibition platform initially because our customers are located all over the world. It is continuously available, helping us to provide information at the convenience of our customers, not just for a short period while we attend a traditional event. We were also attracted to the fact that it has a very low environmental impact, typically less than 1% of the carbon emissions created by a physical show.

"While we are still invested in traditional conferences and exhibitions that focus on PAT, pharmaceutical manufacturing solutions and production optimisation, the events of the last year have resulted in the virtual stand becoming even more relevant."

With efforts to impede the spread of Coronavirus resulting in the cancellation and postponement of most trade shows, having a prominent stand at a successful virtual trade show is very effective countermeasure.

The Optimal virtual booth is open for visitors now at: <https://www.industryexpo.online/show/optimal-industrial-automation/>

Image captions:



Image 1: To provide information to customers globally, Optimal Industrial Automation has unveiled a new virtual exhibition stand, which is hosted at IndustryExpo – the world’s first truly virtual exhibition.

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About Optimal Industrial Automation (OIA)

Optimal Industrial Automation has more than 30 years’ experience building, integrating and optimising manufacturing automation systems for challenging and highly regulated industries. Projects are typically for the pharmaceutical, life science, chemical, aerospace, green energy, food & beverage and other high-value process sectors.

The company’s primary aim is to deliver measurable reductions in production costs, while finding substantial improvements in productivity, product quality and business sustainability. Part of its capability in achieving this aim is experience in the implementation of Optimal’s print and inspect system product - synTI®, plus sister company Optimal Industrial Technologies’ leading PAT based process management software platform synTQ.

The company employs a large technical team qualified in software, electrical, electronic, vision and control hardware disciplines. The team has built and developed

individual machines and process skids to meet regulations such as FDA 21 CFR Part 210/211 - Pharmaceutical Industry GMPs, and FDA 21 CFR Part 11 – Electronic Records and Signatures. It is also ISO accredited and has years of experience working within GAMP guidelines.

Further Information:

<https://www.optimal-ltd.co.uk/>

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