The Hermes Standard at Productronica 2017
Status, Major Milestones, Proposed Activities

July 26, 2017
Stefan Förste, ASM AS

The Hermes Standard at Productronica 2017
Preface: Joint Marketing

The Hermes Standard at Productronica 2017: The next step.

- At the Kick Off meeting of The Hermes Standard initiative, held March 22 and 23 in Munich, all participants agreed that Productronica 2017 shall become the next major step.

- Already at the Kick Off it was discussed, that all members will be individually responsible for how to exhibit their own implementations of The Hermes Standard and that there will be **no "joint booth".**

- However, it will be **vital to have impressive joint activities to give a clear statement to the market that Th**e Hermes Standard is "The next big thing".

- As **ASM AS** was elected to be the current chair of The Hermes Standard initiative, we agreed **to coordinate activities.**
- However all participating companies are invited to contribute actively: **Joint action for joint success!**

## There are two main areas to be prepared

- **The members meeting** as an <u>internal</u> event for the companies driving forward The Hermes Standard.
- **Marketing & Communications activities** focusing <u>public</u> awareness before, during, and after the show.

Suggested proceeding

- Please go through the following slides for a quick overview of proposed activities in both areas but with special focus on the communications part.
- They are meant to be a bottom line for further discussions rather than a "final plan": There is room <u>and</u> need for **everybody to participate**!

- We will contact all companies directly to arrange further communication across the initiative.
- **If you have any question in advance**, please send a mail to stefan.foerste@asmpt.com

Joint efforts will make Productronica a joint success for The Hermes Standard.
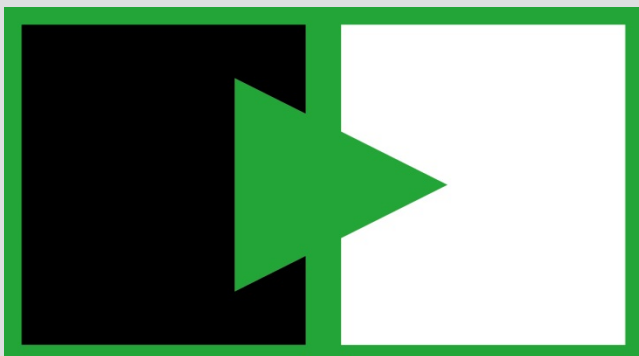
The Hermes Standard for "M-to-M" in SMT Assembly

The Hermes Standard at Productronica 2017
Summary "Status"

History & Status

Kick Off Meeting: Mar 22+23, 2017

▪ All participants agreed on The Hermes Standard 1.0 specification.

▪ It was agreed to have the next members meeting and main public event to be held at Productronica.

Press releases, media coverage, events

▪ A joint press info was released after the kick off and published via multiple channels, a couple of panel discussions were held, e.g. at SMT show in Nuremberg. (See slide overview clippings)

▪ Member companies presented The Hermes Standard at internal events (e.g. Viscom Technology days)
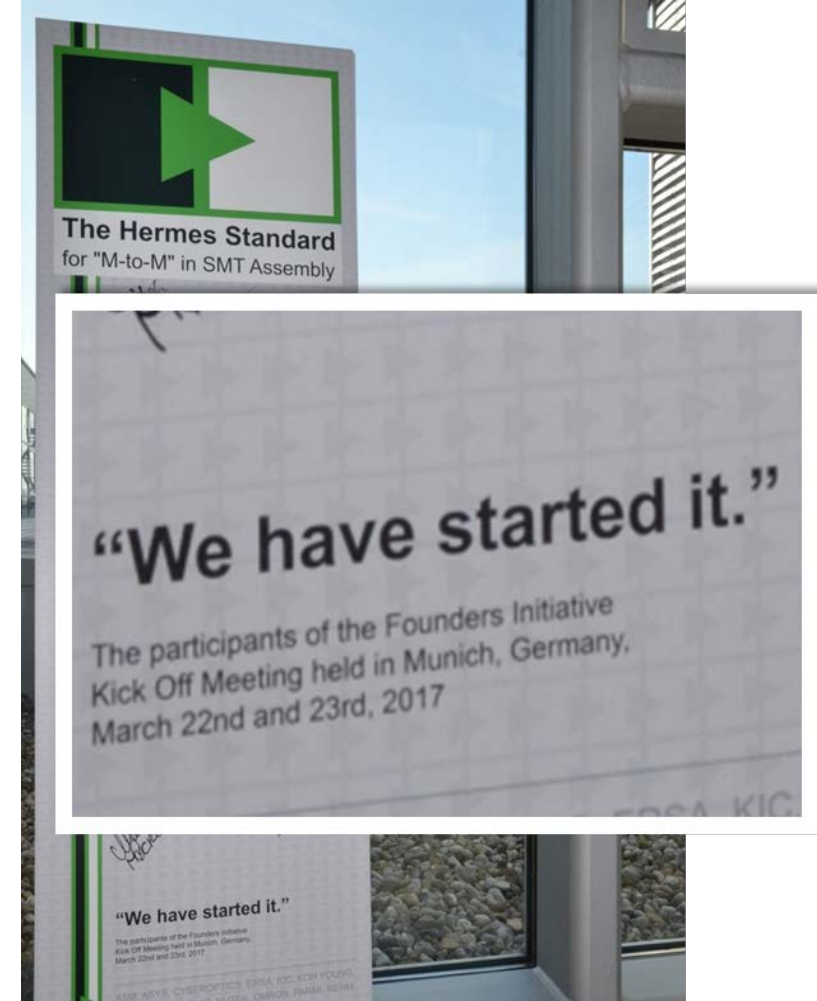
Website

▪ The website www.the-hermes-standard.info went online June 15.

The Hermes Standard Initiative

▪ Responding to the media presence and additional activities of different members, interest in The Hermes Standard grew constantly.

▪ Meanwhile, six additional companies have already confirmed to join the initiative at the next members meeting, many more are in the decision making process.

▪ See www.the-hermes-standard.info/about-us for the current status.

Product Development

▪ Member companies started or prepared to start implementing actual products or functions based on The Hermes Standard.

Overview "Next Steps"

Internal Events:
Next Members Meeting

▪ The meeting will be an internal event for participants (both current and new) of The Hermes Standard initiative.

▪ The meeting will be used for welcoming new members of the initiative, to review current projects, to plan the next steps, and more.

▪ It is planned to take place **Nov 13, 2017**, which is the day <u>before</u> Productronica in Munich.

▪ The elected chair man will invite.

▪ More: Please see following slides "members meeting".

▪ Key contact at ASM as elected current chair: thomas.bliem@asmpt.com

Public Events & Activities:
Marketing & Communications

▪ **"Upfront Communications":**
We need to keep and raise the suspense!
Please see slides "Upfront".

▪ **Activities at/during Productronica :**
"Limited effort, high impact": Joint actions (e.g. press events) and common labelling (e.g. product stickers, booth signage) to make a great impression. Please see slides "show"

▪ **Follow Up activities:**
"After the show is before the next": Thinking about both individual and common activities after Productronica. Please see slides "follow-up"

▪ **Let's discuss & define:**
The following slides provide some proposals; key contact at ASM: stefan.foerste@asmpt.com

The Hermes Standard at Productronica 2017
Main milestones and activities

Until Nov 13	Main milestones towards Productronica	Refers to:
August 7	**Invitation for The Hermes Standard Initiative members meeting sent out** (just prelim. agenda proposal)*	Members Meeting
August 20	**General Communications Plan agreed** (incl. plan of joint releases (if any) and agreed scope of individual activities)**	MarCom activities
August 20	**Last day for submission of motions to agenda of the members meeting***	Members Meeting
September 29	**Details of common elements** (e.g. Stickers, Signage, …) **and scope of individual activities at Productronica agreed****	MarCom activities
November 13	**Members Meeting in Munich***	Members Meeting

Taking place at Productronica Fair Ground in Munich

Tue, Nov 14 – Fri, Nov 17	The Hermes Standard @ Productronica	
November 14	**Joint Press Event****	
All days	**Separate presentations at members' booths; decided, organized and held independently by each member***	
To be defined	**May be further joint events and presentations****	
November 17	**"Show Review": Joint closing press statement****	

* Item and basic timeline as agreed at members meeting   **Proposed proposal; to be confirmed

The Hermes Standard for vendor independent machine-to-machine communication in SMT Assembly.

The Hermes Standard at Productronica 2017
Details: 1) The Members Meeting

The Hermes Standard

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General Scope

- Main objective of the meeting will be mutual update on status and discussion on next steps.

- Based on current feedback, there is not expected to be major requirement for discussion of further development of the specification as most members are still working on implementation The Hermes Standard version 1.0

Proposed Agenda

- Expected main points of discussion:
    - Welcoming new members
    - Review activities & Status of products
    - Final alignment before Productronica
    - Misc. issues as requested
- All members are invited to suggest proposals for topics by August 20th.

Proposed Timing and Venue:
Monday, November 13 in Munich

- We suggest to have it the very **day** <u>before</u> **the actual show**
  as stated in the headline already,

- The elected chair (Thomas Bliem of ASM) will send invite by August 7.

Save the Date:
Monday, Nov 13
Munich

For detailed questions regarding the members meeting or The Hermes Standard, please send a message to thomas.bliem@asmpt.com.

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General Scope

- On the way to Productronica, all members will do their own "communications work" to inform the public about own products, solutions, innovations, etc.

- This may or may not include individual announcements regarding own implementations of The Hermes Standard.

- In parallel however, we suggest to have further joint communications activities either as a joint release of the different individual companies (e.g. an agreed, identical press info released simultaneously by all companies involved, or e.g. an announcement released by The Hermes Standard initiative (technically currently represented by the elected chair company)

Basic Ideas & Proposals

- Compiling a list of events at members that will discuss The Hermes Standard in public (such as technology days, etc.) and forwarding it through media / via own channels to customers.

- "Classical" press releases upfront, both "individual" and joint, but with some commonly agreed "elements" (be it graphical, wording, …)

- Common elements to be used in individual corporate announcement towards Productronica

- …

**Please send your own ideas / comments / questions to stefan.foerste@asmpt.com.
We will contact all members of The Hermes Standard initiative for further discussion and decisions.**

Picture and montage: ASM AS

General Scope

- As agreed during the Kick Off meeting in March, we propose that each member will carry out its own media work independently, especially of course when focusing own products and customers.

- In particular, it was already discussed and is still valid understanding that there are will be no "joint booth".

- However as discussed during the kick off meeting, some common graphical elements (stickers and signs) and marketing materials (e.g. info brochure, give-aways) should be there.

Basic Ideas & Proposals

Press releases

- Two joint press releases (one to be published at day 1 and one at the last day of the show.

- "Common Elements" that could be used in individual press releases of each member company

"Visuals"

- Common stickers and signage labels for members' booths and products. (See next slides for ideas discussed at the members meeting)

- Common "give aways" with The Hermes Standard branding.

"Information materials"

- Joint brochures e.g. dedicated for customers ("the benefits"), member company staff ("how to promote") and potential new members ("why to join the initiative"
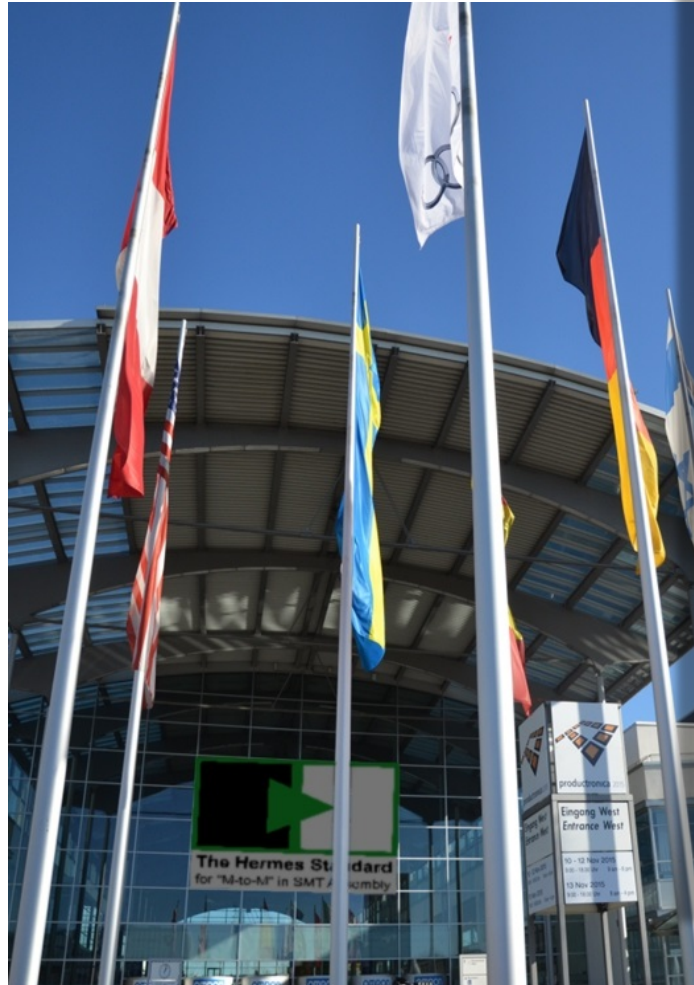
…

Please send your own ideas / comments / questions to stefan.foerste@asmpt.com.
We will contact all members of The Hermes Standard initiative for further discussion and decisions.

Picture and montage: ASM AS

Sample picture just for illustration purposes

The Hermes Standard at Productronica 2017
Additional Materials: Comments on "Stickers"
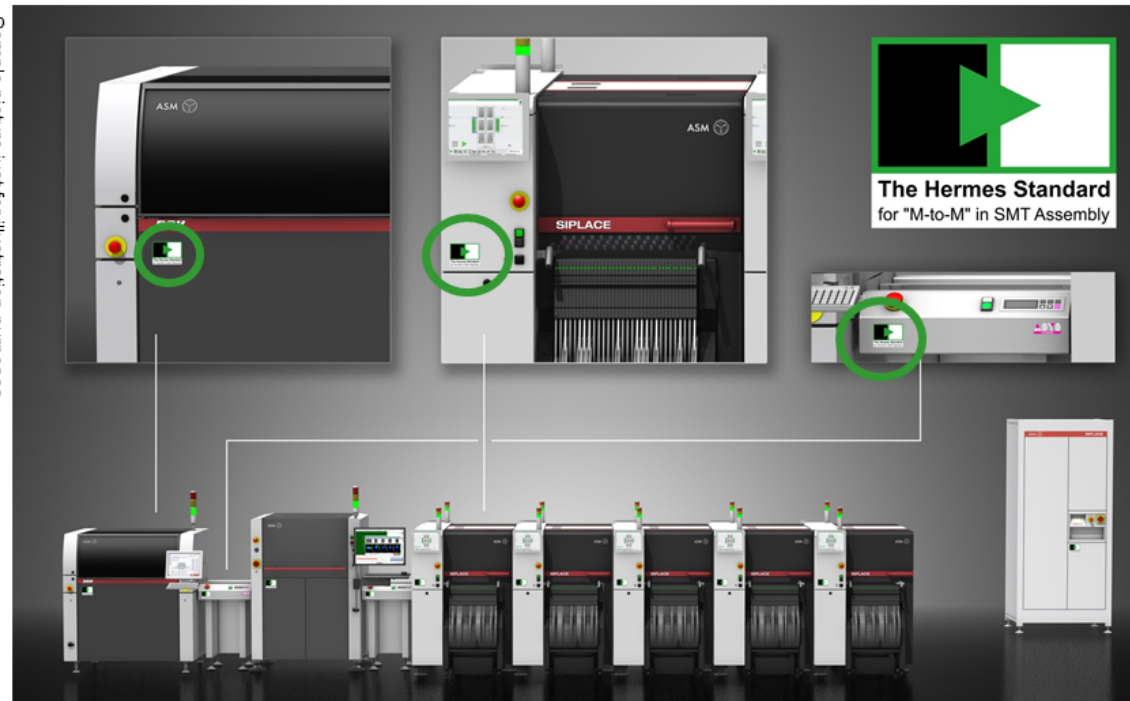
How it could look like:
Sketch of Stickers at a Trade Show Booth

This image was shown already at the kick off meeting to illustrate how stickers could be used.

Decisions about actual sticker size and position of course need to be defined individually according to the respective products.

The Hermes Standard for vendor independent machine-to-machine communication in SMT Assembly.
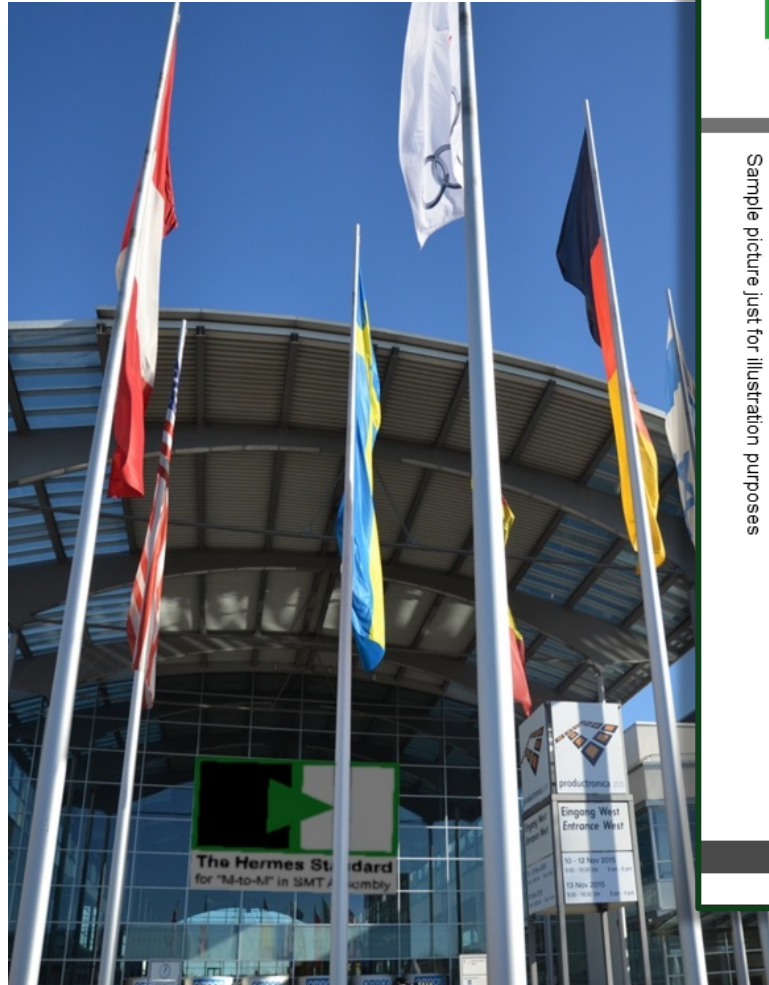
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Please send your own ideas / comments / questions to stefan.foerste@asmpt.com.
We will contact all members of The Hermes Standard initiative for further discussion and decisions.

Picture and montage: ASM AS

Sample picture just for illustration purposes

The Hermes Standard at Productronica 2017
Additional Materials: Comments on "Booth Signage"
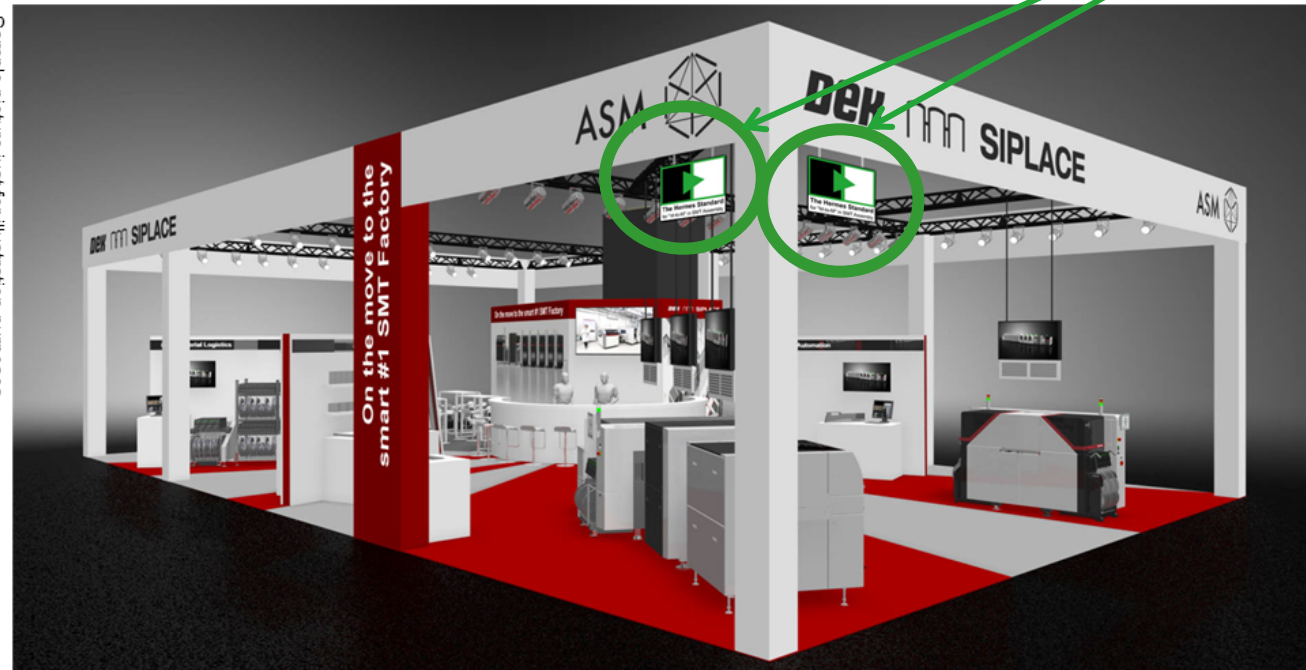
How it could look like:
Sketch of Signage at a Show Booth

This image was shown already at the kick off meeting just in order to illustrate how common signage could be used.

Decisions about actual signage size and position (and usage in general) of course needs to be defined individually.

The Hermes Standard for vendor independent machine-to-machine communication in SMT Assembly.

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Please send your own ideas / comments / questions to stefan.foerste@asmpt.com.
We will contact all members of The Hermes Standard initiative for further discussion and decisions.

The Hermes Standard for vendor independent machine-to-machine communication in SMT Assembly.

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General Idea

Individual activities

- Classical "lead management" and all project related follow-up work is apparently to be done individually by each member according to their own standards.

Common activities and elements

- For some joint follow up however, it would be helpful to identify projects and customers that could serve as The Hermes Standard implementation references.

- Further, common elements could be used even in individual follow up packages.

Mid to long term actions

- Beyond the immediate afterwork of Productronica, it of course needs to be discussed how The Hermes Standard initiative will act and what next "joint actions" should be taken.

Basic Ideas & Proposals

Next events

- Listing of upcoming events at member companies, that would be suitable to present The Hermes Standard (e.g. "Technology Days", etc.).

General Media Approach

- Discussion of general approach for planning joint actions (what, if at all, how, …).

ASM AS will contact all members to coordinate further marketing activities.
For related comments and questions upfront, please send a message to stefan.foerste@asmpt.com
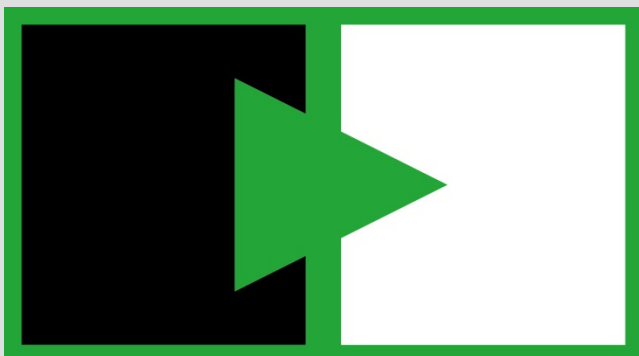
The Hermes Standard at Productronica 2017

Additional Materials:

- **Clipping List**

- **Websites**

- **Logos (Comments on actual use)**

The Hermes Standard at Productronica 2017
# Additional Materials: Selected Online Media Clippings (status July 14, 2017)

Media	Title	Link	Release Date
US Tech	ASM: New "The Hermes Standard" communication protocol to advance Industry 4.0 in electronics manufacturing	Click here	April 6, 2017
Circuits Assembly	Hermes' Communication Protocol to Replace SMEMA Standard	Click here	April 6, 2017
electronicsforu.com	New "The Hermes Standard" Communication Protocol To Advance Industry 4.0 In Electronics Manufacturing	Click here	April 8, 2017
Smart SMT Factory Forum	Progress! Manufacturers agree on open standard for M2M communication for SMT assembly lines	Click here	April 11, 2017
Elektronik Tidningen	Hermes ska standardisera kommunikationen i ytmonteringen	Click here	April 12, 2017
Global SMT & Packaging	ASM Prepares for a Digitized World	Click here	April 24, 2017
EPP	Offenes Kommunikationsprotokoll soll Industrie 4. 0 in der Elektronikfertigung voranbringen	Click here	April 24, 2017
Markt & Technik	Revolutioniert der Hermes-Standard die Elektronikfertigung?	Click here	April 26, 2017
US Tech	Hermes Standard to Advance Industry 4.0 Communications	Click here	July 10, 2017
pressebox	Neues, offenes Kommunikationsprotokoll "The Hermes Standard" soll Industrie 4.0 in der Elektronikfertigung voranbringen	Click here	April 6, 2017
All electronics	Kommunikationsprotokoll „The Hermes Standard" bringt Industrie 4.0 in die Elektronikfertigung	Click here	May 31, 2017
Smart SMT Factory Forum	The Hermes Standard will replace SMEMA	Click here	May 5, 2017
Global SMT & Packaging	Interview Thomas Bliem	Click here	April 24, 2017
Global SMT & Packaging	Video: Panel 'What will be the new standard for machine to machine communication?	Click here	May 18, 2017
Global SMT & Packaging	Neues Kommunikationsprotokoll für Industrie 4.0 in der E-Fertigung	Click here	April 6, 2017
Electroniques	UN STANDARD DE COMMUNICATION MTOM POUR L'ASSEMBLAGE DE COMPOSANTS SUR CARTE ÉLECTRONIQUE	Click here	April 7, 2017
Viscom Technologie Forum	Vortrag The Hermes Standard Bernhard Fritz	Click here	June 21, 2017
Finanznachrichten.de	Offenes Kommunikationsprotokoll soll Industrie 4. 0 in der Elektronikfertigung voranbringen	Click here	May 31, 2017

Note:
Hyperlinks work in "presentation mode" only

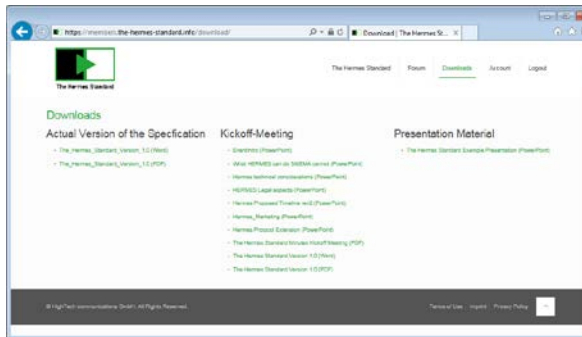# The Hermes Standard at Productronica 2017
Additional Materials: The Websites
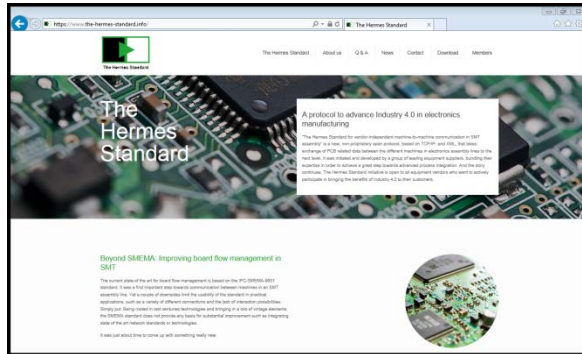
www.the-hermes-standard.info

The public website: www.the-hermes-standard.info

- Providing a basic overview of The Hermes Standard benefits
- Giving an idea of The Hermes Standard initiative ("about us")
- A comprehensive "Question and Answers" section for some more detailed insight
- News from the press
- A contact form to request more information
- A download area where the current specification of The Hermes Standard is available
- An entry page to the dedicated members area, explaining conditions and process for becoming a "member"

www.members.the-hermes-standard.info

Website for dedicated information to initiative members only

Access

- As agreed at the kick off meeting, credentials are provided only to participants of a meeting of The Hermes Standard initiative.

Content

- The forum for actual contributions and discussions of The Hermes Standard specification developments
- A more comprehensive download area, including e.g. minutes and working drafts

General Directive

► The logo as such was agreed during the initial workshop meeting of The Hermes Standard initiative.

► The two squares are meant to represent two equipment units of different vendors, the green arrow (apparently actually a punched out triangle) illustrates the communication flow. ("a play button") The color green was chosen as reference to the (traditionally but still now) typical color of most PCB substrates

Usage

► Each member of The Hermes Standard initiative is free to use the logo for their own purposes.

► It was consented to not create detailed formal guidelines for usage as this would have to consider all members different current rules and specific requirements.

► The only "rule" to be applied was said to "apply the common procedures" like: Keep it "as is", particularly keeping the aspect ratio exactly fixed, not changing the colour, keeping enough clear space around the logo, not to add other graphical elements, etc.

► As "proposed" graphical element the logo (except for the arrow) can be stretched to form a ribbon (see picture to the right)

► Further, the elements were used to created design elements of this power point template (see background of title pages showing many boxes and arrows in a row and the footer ribbon of each slide.

Variations and files

► There are three variations available. For more info and download information, see next slide.

The Hermes Standard at Productronica 2017
Additional Materials: The Logos (2/2)

Variations

► In order to allow adaptation to different sizes however, three different variants are provided:

1. A **"Maxi-Version"** with two lines of text when there is enough space for the text to be readable, e.g. at the front page of a presentation, large stickers, etc.

2. The **"Standard Version"** with a single line of text". It is meant to be the variant to be used in most cases, particularly when it is repeatedly used in header of footer lines or website headers.

3. A **"Minimized Version"** for use without text when size or distance would make reading the text difficult such as used in the reduced header of The Hermes Standard website when scrolling down.
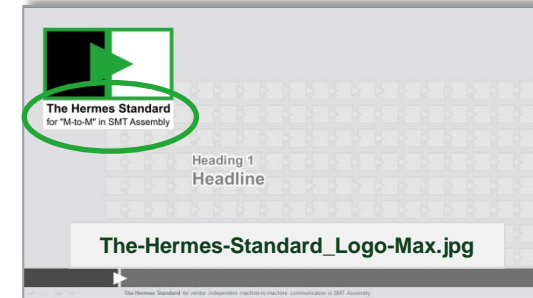
Colors

► **Green**: CMYK: 68/5/96/0 or RGB: 52/164/65

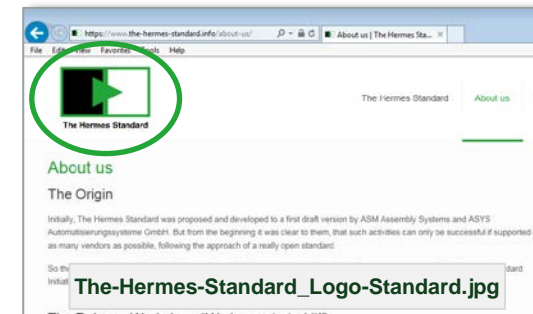► **Black/White:** CMYK: (For print: „as pure as suitable") RGB 0/0/0 & 255/255/255

Availability

► All logo files are available for download from www.members.the-hermes-standard.info/download   (log-in required) or upon request from stefan.foerste@asmpt.com
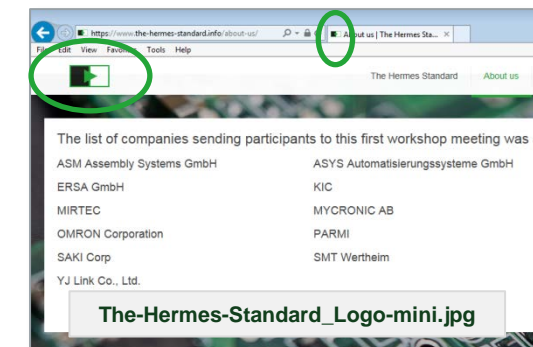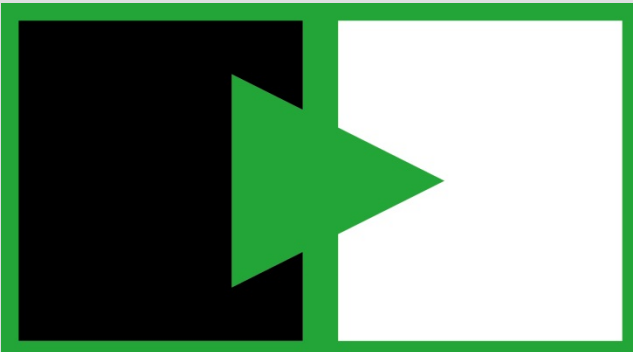
1)

The-Hermes-Standard_Logo-Max.jpg

2)

The-Hermes-Standard_Logo-Standard.jpg

3)

The-Hermes-Standard_Logo-mini.jpg

The Hermes Standard:
Moving PCB related data management to the next level.

Thank You!

Stefan Förste
ASM AS
Strategic Marketing

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