

There's more!

A WERMA Exclusive!

# WERMA - USA REPORT

**WERMA**  
SIGNALTECHNIK

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## KOMBI*SIGN* GSM IS NOW AVAILABLE!

WERMA-USA is excited to inform you that we now have the GSM transmitter element for both the Kombi*SIGN* 70 and 71 WERMA stack lights ready for market!

Once again, a WERMA exclusive!



### GSM Transmitter

Utilizes a SIM card and is based on GSM (Global Standard for Mobile communication) technology.

Most national cell phone service providers offer GSM. They are:

**Cingular** and **AT&T Wireless** (merged)

**Verizon** and **MCI** (acquisition)

**T-Mobile**

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### **IMPORTANT NOTE**

GSM service is only needed for the stack light element. It works with **ANY** type of cell phone that it is instructed to contact.

#### **Did you know...**

- No programming is needed with the GSM element. A single SMS message gets you operational.
- No tools are required for installation or retrofits. This feature allows the GSM element to be easily moved from machine to machine: further cost cutting for manufacturing applications.

## PRICING AND AVAILABILITY

**(& Literature)**

Catalog numbers: Kombi*SIGN* 70 840-710-55 (in stock)  
Kombi*SIGN* 71 646-710-55 (in stock)

Value priced: \$1,358.44 list

Key features and benefits: see page 2

In addition to the European version in the 2005 catalog, other available literature includes: a catalog cut sheet (US version), small (3" x 4") brochure, and the installation sheet (including a safety sheet) that comes with the product.

## FREQUENTLY ASKED QUESTIONS?

Here are some frequently asked questions (FAQs) with answers to assist you.

- What is it?** Cell phone technology providing machine status.
- What will it do?** Sends text messages whenever and wherever they are needed.
- How do I sell it?** If selling to management or procurement personnel, ask them if they have ever lost a shift of production due to downtime, and if so, what did that cost them? If selling to maintenance personnel & operators inform them that no tools or programming are needed. These elements are easily installed on existing WERMA stack lights.
- What will the customer need?** A SIM card (**Subscriber Identification Module** which contains a chip to operate the phone) with cell phone service. The cell phone does NOT need to use GSM.



No tools required for installation or retrofit.

*"If you can't be with your machine, then your machine can be with you."*

## SETTING THE SPECS

If you are specifying this element on customers' drawings make sure to include:

- 24 Vdc operation
- Standard KombiSIGN 70 & 71 element size
- IP65 protection
- North American cell phone coverage
- Transmits status of up to 4 elements
- Master phone must be a cell phone (SMS capable)
- 850 – 1900 MHz bandwidth

## SAMPLES AVAILABLE!

Our Regional Sales Managers, have 2 working demonstration samples. These are available, contact your Regional Sales Manager to make arrangements. A limited number of other samples will be available in both the KombiSIGN 70 and 71 design. To order one, fill out the sample request form and please provide us with the number of the SIM card that will be inserted into the transmitter element so that we can track these samples. Sample requests without the SIM card number will NOT be processed.

## ENDLESS OPPORTUNITIES

Notify your distributors of the availability. Also, get them to think "outside the box." This unique device is not just for machine applications. The fact that it is wireless will be a great selling point for remotely located out-buildings, unmonitored "will call" counters at warehouses, etc.