

Hectronic

HecNews

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Editorial



Dear Readers

You may be wondering what on earth is going on, and whether Hectronic has switched into sports. But there's nothing to worry about – we are sticking to what we know, and doing what we do best, that is, producing high-quality products. However, what we do want to do (albeit just visually) is to go beyond the limitations of the industry and to change our usual image a little. And not just a little, but in a form that breaks the visual mould while at the same time keeping Hectronic products in view. That was how we got round to the idea of sports.

After all, there are quite a few parallels between sports and the economy: in both, it's performance that counts. The times of "being in the right place at the right time" are a thing of the past – if they ever existed in the first place. Anybody who relies on that maxim in a globalised world, won't be in the right place for very long. This may sound rather harsh in a survival-of-the-fittest sense, but that's how it is. Nevertheless, in all competition there is one decisive factor that should never be forgotten: fairness. Fairness is something by which we are also judged. We want to deliver performance, but at the same time keep open a frank dialogue with you. Because in the long term, we can only do it together.

Yours, Stefan Forster

AUTOMECHANIKA

Faster. Higher. Stronger. 



World class in the Hectronic arena

We present our latest developments at the Automechanika in Frankfurt

Faster, higher, stronger. These three words are commonly known as one of the famous quotations linked to the history of the Olympics. They signify the desire and intention to improve constantly, to work on oneself. We at Hectronic also work on ourselves and, of course, on our products.

Especially in these fast moving times it is almost indispensable to be state-of-the-art.

Here at Hectronic we are feeling proud as our development department has worked very hard for the last months. With impressive results - we think. We would be pleased to show you our novelties at the Automechanika (12th-19th Sep-

tember) in Frankfurt. They include, for example, density measurement with our OPTILEVEL level gauging system, or the comprehensive features of the HECSTAR, our new fuel terminal for public filling stations. And not to forget our manifold solutions for the digital tachograph. Being a full-range supplier of filling station equipment, we will, of course, be presenting many other interesting cutting edge products as well.

It would give us great pleasure to see you at the fair, in the Hectronic arena at stand A67, hall 10.0. Let us talk about how to become the first to cross the finish line – in a cosy ambience and with a freshly tapped Black Forest beer.

Instantaneous data transfer

Three solutions for digital tachographs keep things moving

The digital tachograph is now a reality. From May 2006 they will have to be fitted to all newly-registered HGVs weighing more than 3.5 tonnes, as well as PCVs seating more than nine passengers. That's the reality of the new EU regulations. But whenever new regulations come in, and enter new technological ground, the first



question that comes to mind is how can the issue be tackled most efficiently, with efficiency meaning saving time and money? Hectronic has a comprehensive solution to this: in fact, there are three solutions that are an exact fit. DataSpeed takes over the most

universal part. This robust download terminal for outdoor environments can be used wherever the vehicles may be used: at central depots, freight warehouses or bus garages, for example. DataSpeed can be quite simply and cheaply installed, either wall-mounted or on its own stand. It allows the driver to read the data and to send it on to central office while the vehicle is being loaded or unloaded.



At the head office, the data is taken in by the archiving software. The terminal also comes with a safe in which two download keys for vehicle data and company cards are kept. The second means of forwarding data is via the HECFLEET fuel pump-fitted device. The driver is authorised at the filling pump by his EU driver card, and refuels his vehicle. At the same time he can select the collected data. The FuelData management software retrieves the data from the HECFLEET and forwards it to the archiving software. The third variant centres on the use of



the cards. Each HGV driver always is provided with an EU driver card to keep with him, as it needs to be regularly read. At the Hectronic TA 2331 fuelling pump, he can simultaneously use it to authorise himself and to switch on the filling pump. This means that an additional fuel card is no longer needed. Hectronic solutions can therefore provide a very rapid data flow speed, and offer a comprehensive system for analysis, evaluation and archiving. This should go some way towards keeping the new Regulation, which has frequently been dubbed a "bureaucratic monster", in check.

The intelligent speedster

PetroPoint automatic vehicle recognition speeds up vehicle throughput

PetroPoint is an automatic vehicle recognition system. And what does that have to do with speed, you may ask? Well, quite a lot, because PetroPoint also fills your tank, saving you both time and money.

Frank Gampp, product manager, sums it up: "It guarantees automatic and rapid data collation and seamless control. All the customer needs to do is fill up."

PetroPoint comes in two versions, Fleet and Retail. The customer can choose of depending on the requirements his filling station. PetroPoint Fleet is the more comprehensive solution. It is suitable for fleet and company fuelling stations. No wiring needs to be connected to the petrol hose or any interference in the pump. All that is needed is a small passive wireless transponder fitted to the trigger. The benefits are



minimum installation costs and no wear of any kind. Conversion can be carried out in a matter of moments, while the benefits will be felt for a long time. It increases vehicle throughput on

the one hand, as PetroPoint Fleet automatically recognises the vehicle and the driver, logs the distance covered and hours driven, and immediately stops the fuelling process when the nozzle is removed from the filler (Nozzle-out function). The latter is also an effective barrier to fuel loss. PetroPoint retail is ideal for large vehicle fleets and even for retail filling stations, where its functions are limited to vehicle recognition and the Nozzle-out function. Installation just involves attaching a small tag to the tank. It's a small investment with wide-reaching effects, because it allows large numbers of vehicles to be fitted at a small cost. There are further advantages, such as increased customer loyalty, as well as providing filling station operators effective protection against "mysterious" disappearances of increasingly costly fuel.

HIGHER

At the Forefront of Technology

OPTILEVEL has proven itself worldwide over the years

Hectronic has been investing in the international market. The proof of this is more than 100 sales partners all around the world. The sales figures also are clear: two-thirds of sales are generated outside Germany.

This is not surprising, seeing as many Hectronic products are suitable for world-wide use. This applies equally to the OPTILEVEL fuel gauge. Throughout the world, 40,000 sensors give their owners an exact idea of what's going on in their fuel tanks.

"What we have with OPTILEVEL is literally a top-of-the-range product," says product manager Christian Stern. The sensor which functions capacitive measurement offers a variety of services that cover the whole range of fuel tank measurements.

These include fuelling and leak recognition, automatic low-level control and tank calibration, "meter mapping" and density measurement. "This allows us to meet a wide variety of requirements abroad", Christian Stern said of

the product's multifunctionality. A further point in favour of OPTILEVEL is that the probe can be



"An outstanding product." Product manager Christian Stern and his OPTILEVEL sensors.

simply and cheaply installed. It is also virtually indestructible. No wonder that OPTILEVEL is one of Hectronic's best-selling products.



Greater benefits with HECTOR

Cash register system offers greater efficiency at commercial filling stations

The demands placed on cash register systems are increasing, as a result of which they are undergoing constant development. Hectronic has noted this development, and



Makes work easy: Hectronic's HECTOR cash register system

come up with some impressive results over the past few months. This applies particularly to merchandise management. Here HECTOR offers a comprehensive catalogue of services that meet most of the requirements of filling station operators. They include an easy-to-manage supplier management system and a clear view of goods in and goods out. Thanks to a connection with a mobile data logging device, time-consuming operations such as ordering and stock-taking become very simple. And although what a till needs above all is to be efficient, a visually pleasing design is also not without its significance. After all, tills are not hidden away in some corner, but are right there in front of the customer. Here again, HECTOR has put its best foot forward. Not only that, but the hardware is also highly user-friendly.

Sporting moments

It may have been the attractive young lady that posed in front of the HECPUMP filling pump at the Automechanika 2004 exhibition, radiantly pointing the hose at the cameras. Or it may have been the athletic ambitions of Hectronic staff who felt they had spent too long in the shadows.



Or it may simply have been those special occasions that induce you to physical

excellence. In any case, the company showed its athletic side. The starting shot was fired with the birth of little Nick Marius. When Hectronic CEO Stefan Forster and his wife Dori's little bundle of joy was born in April 2005, Hectronic staff set to work putting up a maypole to celebrate.



This, by time-honoured tradition, involved a lot of physical energy and



"Schwalben", or bundles of long wooden poles. This year also the employees avidly followed the World Cup, some true to

their form, such as for example Sybille Lehmann, chairperson of the works council. OK, watching TV, eating steaks and drinking lager isn't exactly an athletic activity. Except for our Italian



colleagues, whose celebrations were harder to keep up with than running the Marathon – at least for the rest of the staff.

Continuity in the midst of change

Primary rock, expert, keen observer of human nature and philanthropist, a born salesman. These are an apt description of Peter Baar, who after more than 3 decades with Hectronic and its predecessor Kienzle, is now off to

a well-earned retirement. In recent years he was the sales manager for Central and Eastern Europe. "They have been fast-moving and enjoyable



times", reminisces Peter Baar. Indeed, since joining Kienzle in 1972, he has seen the technological revolution go from mechanics to electronics, and from electronics to today's computer technology. "I've learned such a great deal", says Peter Baar, summing up his career. But as well as learning, he also taught, because the Szczecin-born employee started off as training manager for trip recorders and taximeters. Later on, he added parking management and refueling. "Sales were just my thing", he says. His place is now being taken by Christian Guttman. This Salzburg man is not a new face for Hectronic. From 1993 to 1999



he worked in-house as a technician for fuel level measurements and cash systems. Some of this time he spent in India, where he helped to develop the HECTOR

cash register system. In 1999 he went to study Economic Information Technology, a course which led him back to Hectronic. His MA project was to design a concept for the introduction of a CRM system. With this long-standing connection, it has come as no surprise that after an induction phase with his predecessor, Christian Guttman has quickly found his feet in his new job. "I want to continue Peter Baar's successful activities", he says.

STRONGER

Always there for you

Hectronic shows what it has on offer at Automechanika. Below is a staffing schedule for the trade fair

	1. day	2. day	3. day	4. day	5. day	6. day
	12 Sep	13 Sep	14 Sep	15 Sep	16 Sep	17 Sep
	Tuesday	Wednesday	Thursday	Friday	Saturday	Sunday
M. Blum						
F. Gampp						
B. Metzler						
C. Weege						
K. Reichel						
A. Hellmuth						
C. Stern						
G. Gehrt						
O. Huber						
P. Gysi						
C. Guttman						
M. Godovanez						
R. Kleditz						
E. Forster						
S. Forster						
T. Gabrys						
S. Duverger						
P. Benzo						



One for the Whole World

HecStar is the first global player among automated filling pumps

HecStar is the first global player and is optimally suited for world-wide implementation. It can deal with a variety of payment cards with

is available in a variety of situations. In addition it features the latest technology platform, Windows CE, and an internet connection. It can be fully maintained remotely. Extremely high-speed data transfer reduces online times and thereby greatly reduces your costs. As far as data goes, HecStar has a huge capacity. It can store up to 100,000 entries in its Blacklist, and 10,000 transactions. What is more, HecStar displays all relevant data in real time, thanks to transparent "live connections" and dynamic web pages.



Product Manager Martin Blum with the HecStar multimedia display

a great variety of payment networks. Different banknotes are also no problem at all for this old hand. HecStar can be integrated with a variety of PIN keypads. These allow it to be adapted, authorised and installed for new countries, as it

Masthead

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