



## Invitation EtherCAT Online Seminar Israel



Tuesday | October 27, 2020  
2 pm - 3 pm (IST)

Register online today – it's free!  
[www.ethercat.org/2020/israel](http://www.ethercat.org/2020/israel)

### What is EtherCAT?

- EtherCAT (Ethernet for Control Automation Technology) is the fastest Industrial Ethernet solution that provides industry leading performance, flexibility and cost advantages

### Who should attend?

- Automation professionals and those who are interested in industrial networks and their advantages and applications

### Why attend?

- Learn about the benefits and the challenges of Industrial Ethernet
- Explore and understand EtherCAT technology
- Chat online with EtherCAT experts and see how it can improve your application
- Discover the future of EtherCAT through gigabit performance and the integration of several communication technologies
- Discover how EtherCAT could generate a performance and competitive advantage

### About ETG

- The EtherCAT Technology Group (ETG) is the world's largest Industrial Ethernet Fieldbus organization with over 6,000 member companies from 67 countries supporting EtherCAT technology

### Contact

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**Martin Rostan**  
Executive Director  
EtherCAT Technology Group

Martin Rostan studied aerospace engineering in Germany and in the United Kingdom and received his diploma degree in 1992.

Subsequently he managed the international research project that developed the initial CANopen technology. From 1996 until 1998 he was marketing manager and authorized officer at Selectron.

Since 1998 he is with Beckhoff, first as senior product manager for Ethernet and fieldbus systems and since 2006 as head of technology marketing. Martin serves the fieldbus community in various committees: he is the executive director of the EtherCAT Technology Group, chairs the CANopen groups inside CAN in Automation and represents Beckhoff in ODVA and in several conference program committees. He also is technical expert in ISO and IEC standardization committees for industrial communication.

With publications in magazines, text books, conferences, and symposia he contributes to the dissemination of fieldbus and Ethernet technologies.

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Time schedule:  
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Presentation will be given live by Martin Rostan.

Specialists will answer your questions live via online chat during and after the session.

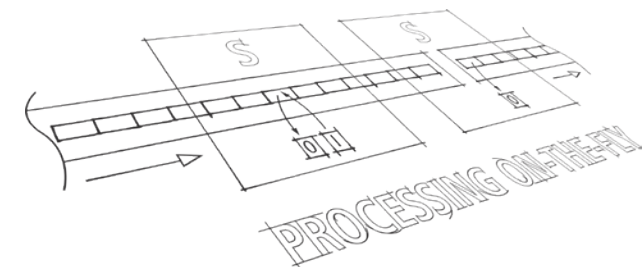
### Crisis is time for innovation, gain market share with EtherCAT!

- **Why is the fieldbus so important?**
- **Challenges of using Ethernet as fieldbus**
- **EtherCAT, the Ethernet fieldbus**  
Functional principle
- **How to gain market share with EtherCAT**  
Better quality  
More efficiency and throughput  
Lower costs
- **Installation, troubleshooting and diagnosis**
- **IoT, Industry 4.0, OPC UA and Co.**
- **EtherCAT and cyber security**
- **EtherCAT G/G10**
- **Summary**
- **Questions and answers**



### Why online seminar?

- This special online event is offered to present the EtherCAT technology exclusively for interested persons in Israel
- The platform is 'GoToWebinar' and you are cordially invited to register and receive your login. Participation is free.
- Take the opportunity to ask your questions via online chat



- Take part and learn more about the functional principle: Ethernet "on the fly"