

Press release

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On the pulse of time: Lenze launches new live webcasts on trending topics in mechanical engineering

Staying in constant dialogue with customers is still possible in the age of CoVid-19. Lenze shows how the company is handling the challenge jointly with its customers and is going on the digital offensive with a new live webcast series.

Under the motto "From Trend To Reality", Lenze experts will be giving weekly insights into the opportunities and challenges of digital change in mechanical engineering starting on Wednesday, 29 April 2020.

The topics of the webcast series range from digitalisation in the engineering process, securing and optimising the ongoing operation of systems and machines to the requirements for future-proof and energy-efficient machines.

With the new series, Lenze is filling the gap created by the elimination of trade fairs and conferences as a result of the pandemics, and is also responding to the increased information needs of its customers and interested parties for competently communicated specialist knowledge on the burning issues in the field of digitalisation. At the end of each webcast there is the opportunity to enter into dialogue with the respective Lenze experts and to ask individual questions.

The series will kick off on 29 April 2020 with a live webcast on the topic of digital challenges in mechanical engineering. The following weeks will each focus on a different topic of interest for the Lenze audience.

David Krampe, Head of Marketing Lenze Group, explains: "As it is always the case at Lenze, it is particularly important to us that this new format offers immediate added value and that the time invested was worthwhile for all participants in the end. Our approach is therefore to provide pragmatic support to OEMs and to give them the right tools, services and methods to successfully enter the age of digital engineering".

Registration is possible online at any time via the Lenze website. Lenze will also make the recording available on its website following the webcast so that everyone who could not dial in for the live event will have access to the content at any time. The link to register is as follows: <https://www.lenze.com/en-de/lenze-live-webcast>.

All webcasts will be held in both English (in the afternoon) and German (in the morning).

About Lenze

Lenze is a leading automation company for the machine-building industry and a specialist in Motion Centric Automation. As a systems supplier with solutions competence, Lenze works for and with its customers to create high-quality mechatronic products and packages, powerful systems consisting of hardware and software for machine automation, as well as digitalisation services in areas such as big data management, cloud or mobile solutions, and software for the Internet of Things (IoT).

Lenze employs 3,969 employees worldwide and is represented in more than 60 countries. Lenze's growth strategy will see the company continuing to invest strongly in the areas relating to Industry 4.0 in the coming years – with the aim of increasing sales revenue and profitability.

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