

## The digital twin in Industry 4.0

Endress+Hauser is a founding member of the Industrial Digital Twin Association

**The Industrial Digital Twin Association (IDTA) officially kicked off its activities at the beginning of March. With 23 founding members, including Endress+Hauser, the group's goal is to optimally develop the digital twin as a market-ready, manufacturer-independent core technology for Industry 4.0.**

The digital twin is becoming increasingly important across all industrial sectors. Serving as the interface between physical devices and components in the digital world, it enables the representation of complete production platforms in IT systems for simulating, controlling and improving processes. With its information and data, the digital twin is the key to virtually connecting value chains and for digital applications across the entire life cycle.

“The concept of the digital twin is an important aspect in the digitalization of our customers’ production systems. For this reason it’s important that manufacturers and plant operators create common standards so that the exchange of this information can function smoothly and securely,” says Nikolaus Krüger, Chief Sales Officer at the Endress+Hauser Group. Customers will thus one day profit from comprehensive standards that meet the requirements of manufacturers, plant operators and integrators alike.

The IDTA views itself as an internationally aligned user organization for the digital twin in Industry 4.0 environments. As a founding member, Endress+Hauser is active in the relevant IDTA working groups. Netilion, the digital ecosystem from Endress+Hauser, already offers functions that support the digital twin, with plans to eventually utilize the IDTA concepts. Endress+Hauser will also keep track of the close integration of the Open Industry 4.0 activities.

Further information can be found on the [IDTA website](#).



**EH\_nikolaus\_krüger.jpg**

Nikolaus Krüger, Chief Sales Officer at Endress+Hauser.

## **The Endress+Hauser Group**

Endress+Hauser is a global leader in measurement and automation technology for process and laboratory applications. The family company, headquartered in Reinach, Switzerland, achieved net sales of approximately 2.6 billion euros in 2020 with a total workforce of more than 14,000.

Endress+Hauser devices, solutions and services are at home in many industries. Customers thus use them to gain valuable knowledge from their applications. This enables them to improve their products, work economically and at the same time protect people and the environment.

Endress+Hauser is a reliable partner worldwide. Its own sales companies in 50 countries as well as representatives in another 70 countries ensure competent support. Production facilities on four continents manufacture quickly and flexibly to the highest quality standards.

Endress+Hauser was founded in 1953 by Georg H Endress and Ludwig Hauser. Ever since, the company has been pushing ahead with the development and use of innovative technologies, now helping to shape the industry's digital transformation. 8,900 patents and applications protect the Group's intellectual property.

For further information, please visit [www.endress.com/media-center](http://www.endress.com/media-center) or [www.endress.com](http://www.endress.com)

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