**New from Festo – Electric Drives for Simple Motion**

**These new actuators cost effectively apply electrics for basic motion while IO-Link functionality enables IIoT communication.**

**ISLANDIA, NY, October 16, 2019 —** [Festo](https://www.festo.com/us/en/) introduces the Simplified Motion Series of electric drives that combines the simplicity of pneumatics with the benefits of electric automation. These new electric drives equipped with Digital I/O and IO-Link® enable a range of operational and productivity benefits and deliver intelligent IIoT communication.

The actuators in this series are built for simple motion between two mechanical end positions. The drives offer optimized motion characteristics, including gentle cushioning, while advancing and retracting into the end positions and pressing and clamping functionality. Units in the initial release include toothed belt axis, spindle and toothed belt axis, mini slide, electric cylinder, and rotary drive.

The drives are plug and play for fast startup. No additional software or specific know-how is required. The parameters for advancing and retracting speed, as well as pressing and clamping force, are set directly on the drive. End position, cushioning path, and manual operation are also set on the drive.

Each drive in this series is controlled via Digital I/O. End position feedback, which is similar to feedback from a standard proximity sensor, provides information about the completion of the motion task. IO-Link enables remote control, parameter copy, backup function, and read functions for process parameters.

“For those machines and lab instrumentation where compressed air for pneumatics is simply not feasible, the Simplified Motion Series provides a cost effective, easy to apply, and well-featured electric solution,” said (Insert name and title of company spokesperson.).

For more information about the Simplified Motion Series call 800-993-3786 and to see the full range of Festo products and solutions visit [https://www.festo.us](https://www.festo.com/cms/en-us_us/index.htm?nmcmpid=11798623a2a0bd6af4c6d7aa1547e2fe4f202).

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**Photo Caption:**

**Simplified Motion Series**

The solutions of the Simplified Motion Series from Festo at a glance.

**About Festo**

Festo is a leading manufacturer of pneumatic and electromechanical systems, components, and controls for process and industrial automation. For more than 40 years, Festo Corporation has continuously elevated the state of manufacturing with innovations and optimized motion control solutions that deliver higher performing, more profitable automated manufacturing and processing equipment.

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