



An innovative IoT inspired design for New Control Panel NE 334



Nordelettronica continues to innovate its range of products and introduces a new design and production logic implemented by relying on the "Internet of Things", a series of technologies that simplify and amplify the way system networks and devices interface from remote.

Words Andrea Cattaneo

Recently, Nordelettronica has focused most of its efforts on designing the control panels and switchboards of various kinds of devices: the Italian company, which has been operating in the RV sector since the 1970s and which is known especially for its battery chargers and LV distribution modules, already in 2014 had introduced a new platform that exploits LIN BUS technology to simplify the system engineering of campers in order to ensure optimal management of the vehicle's on-board devices. The company has also developed a remote communication system which interfaces with the systems on board. The new NE 334 Control Panel offers to a broad range of systems innovative solutions to improve life on board the vehicle.

Control Panel NE 334

The most exciting challenge for Nordelettronica is the possibility of developing products that yield luxury class performance, while making them accessible at highly competitive prices, prices which definitely are not those of top-tier market segments. The company is working on developing low- and medium-range panels equipped with technologies that until now, in the RV sector, had been considered as accessible only to high-end customers. R&D, combined with extensive experience, have allowed Nordelettronica to offer top-level performance at competitive prices, but also more connectivity, more control and ease of use: a mix that gratifies the end user and

qualifies the vehicle with high-performing on-board instrumentation. The new Nordelettronica NE 334 Panel, in fact, will be designed in an IoT (Internet of Things) perspective, capable of achieving maximum performance. This technology exploits the opportunities offered by connecting not only individuals but also devices, thus providing services with added value to the end user. Nordelettronica's latest products will be optimized to support any type of operating and communication protocol system. They allow the user to monitor the vehicle, the heating system, the levels, the vehicle's central power unit, and the power reserve, besides the battery charge. They also provide the user with a vast set of stats regarding





other systems connected on board the vehicle. The new panels have very low hardware and service costs, yet deliver superior technical performance. The panel is controlled via touch display with an OS with modern and intuitive icons and high-res graphics. It offers the user full operational control from any device, whether a smartphone, tablet or PC. Nordelettronica has taken special care in developing the 4.3" high-contrast color display, which features attractive graphics with a high aesthetic impact. The New Control Panel NE334 will be available for on-board installation starting from the 2021-2022 season.

Nordelettronica and trade fairs

"Nordelettronica did not experience a significant drop in sales volumes due to the Covid19 pandemic", says Alessandro Chies, Managing Director of Nordelettronica, "but after a long discussion with our partners and our agent in Germany, we decided not to take part in the 2020 edition of the Caravan Salon in Düsseldorf. For the OEM sup-

plier, a trade fair represents a definite cost, while also an indefinite return in the future. We trust that Nordelettronica will close the financial year in perfect health and without having suffered serious setbacks. The company will be able to reinvest budget savings produced from not participating in trade fairs into further research & development, but also in scouting in new markets and customer service implementation, an aspect that we believe is essential to our business". With regard to the market's evolution in the short- and medium-term, Alessandro Chies' vision is just as clear. "The scenarios before us following the Coronavirus do raise some alarm, quite naturally, but we expect to see a positive turn of events for the caravanning sector. We definitely doubt the setbacks will be similar in any way to the crisis of 2008. We're not witnessing a global over-production, and the market has opened again. If we work on stimulating a sense of trust, holidays on campers and caravans will be seen as safe from a hygiene-sanitary viewpoint and will attract new customers, thus

buffering, in the medium-term, the global losses experienced by the industry in 2020". Throughout the lockdown, Nordelettronica continued to remain active, both through its Italian headquarters and its manufacturing plant in Romania. This decision produced considerable benefits: firstly, Nordelettronica was able to continue serving customers who hadn't shut down their production. Secondly, when manufacturing businesses reopened nationwide, Nordelettronica did not find itself with an over-stock to get rid of: the company's business, all things considered, had a regular course thanks to the decision to keep its facilities running. Nordelettronica, therefore, can reopen business in full stride, ready to offer support even to customers who are having a hard time.



Remote control

The new vehicle control systems developed by Nordpanel are an advantage both for the end user and for various industry operators. They offer the possibility of controlling the vehicle on- and off-board via Wi-Fi connection from a smartphone or tablet, but the vehicle can also be controlled from remote via phone connection. Camper geo-localization is possible and users can also interact with its systems, receiving information from the devices on board and imparting commands from remote, through a system that is useful to the service networks of RV manufacturers, dealers, and rental businesses. Nordelettronica is a member of the CIVD and through the CIBUS consortium has been able to coordinate its business with other component production companies.



Company Profile

Nordelettronica, established in Italy in 1978, has always been focused on electronic equipment for the RV sector: from battery chargers for camper vans and low-voltage distribution module to electrical wiring and control panels. Outside of the caravanning sector, Nordelettronica makes wound components for industrial electronics, like switching and power transformers. Production has also focused on the industrial cleaning sector (floor cleaning machines). Study, design and manufacturing activities are performed in-house. This means considerable flexibility and solutions targeted to the customers' real needs. Having been re-organised in 2011 with the introduction of new partners, Nordelettronica has gained new momentum and the turnover has gone from 5.5 to 11 million Euro over the past seven years. Direct exports represent 30% of sales, with 70% of products sold to Italian companies, which in turn export at least half of their production. The production site in Arad, Romania, managed by the subsidiary SC Nordelettronica East srl, was added to the Treviso (Italy) site.