

news +++ SPS Smart Production Solutions Atlanta

September 16 – 18, 2025, Atlanta, Georgia, USA

**sps**

smart production solutions

ATLANTA

September 2, 2025

## Single Pair Ethernet Pavilion to Join Inaugural Opening of SPS Atlanta 2025

**Rockwell, Beckhoff, Endress+Hauser, Texas Instruments and more to showcase connectivity breakthroughs shaping Industry 4.0.**

[SPS Atlanta 2025](#), the inaugural U.S. edition of the world's leading smart production solutions event, will debut the Single Pair Ethernet (SPE) Pavilion this September 16 – 18 at the Georgia World Congress Center. Bringing together global automation leaders, cutting-edge live demonstrations, and a packed education program, the Pavilion will showcase how SPE and Ethernet-APL are reshaping industrial connectivity and driving the future of Industry 4.0.

As the inaugural edition of SPS in the United States, SPS Atlanta will serve as a vital new hub for the automation community.

“SPS Atlanta marks the arrival of the world's leading automation event to the U.S., at a critical time for American manufacturing,” said Greg Jira, Group Show Director, Messe Frankfurt Inc. “The Southeast is one of the fastest-growing hubs for advanced industry, and bringing SPS here provides manufacturers with direct access to the technologies, education, and partnerships they need to stay competitive in today's challenging economic climate.”

At the SPE Pavilion, visitors will discover the world of Single Pair Ethernet, including 10BASE-T1L, 10BASE-T1S, and Ethernet-APL, live on the show floor. Attendees will experience hands-on demonstrations featuring cutting-edge SPE and APL solutions from multiple leading companies and explore a wide range of components such as physics, magnetics, microcontroller units, cables, connectors, switches, and more.

“Single Pair Ethernet is redefining what's possible in automation by simplifying connectivity, reducing complexity, and enabling seamless data flow from the field to the cloud,” said Michael Breneisen, President/CEO, Telebyte Inc., pavilion participant, an industry leader and strong advocate for SPE technology. “At SPS Atlanta 2025, the SPE Pavilion will give visitors an unprecedented opportunity to see the technology in action and understand its transformative potential.”

## Exhibitors Driving the SPE Ecosystem

The SPE Pavilion brings together world-class innovators leading the transition to simplified, Ethernet-based industrial networks. Catch a glimpse at just a few of the many SPE exhibiting companies:

**Rockwell Automation** – demonstrating how SPE strengthens industrial control, improves interoperability, and accelerates digital transformation strategies.

**Beckhoff** – presenting open automation platforms built on Ethernet standards, showing how SPE enables deterministic communication, high-speed data exchange, and streamlined wiring for both OEMs and plant operators.

**Endress+Hauser** – highlighting Ethernet-APL solutions that extend Ethernet into hazardous and field-level environments, cutting commissioning times and enabling real-time diagnostics for predictive maintenance.

**Texas Instruments** – unveiling semiconductor and PHY solutions designed to extend power and data over long distances, delivering robust, noise-immune performance for mission-critical operations.

Together, these exhibitors and others illustrate the complete SPE value chain, from silicon and components to system integration. Their demonstrations will reveal how SPE reduces infrastructure complexity, lowers lifecycle costs, and enables scalable architectures to support the connected factories of tomorrow.

## SPE Education Theatre: Insights That Pay Off

Inside the pavilion, the SPE Education Theatre will deliver a high-impact program featuring ODVA, Belden, Schneider Electric, onsemi, Rosenberger, and other global leaders.

With case studies, technical roadmaps, and executive-level insights, these sessions go beyond theory—arming attendees with strategies to:

- Cut costs by consolidating infrastructure with SPE
- Future-proof operations against obsolescence
- Unlock IIoT and Industry 4.0 opportunities with seamless Ethernet-to-field connectivity

With limited seating, the theatre is expected to be a hotspot for manufacturers, system integrators, and OEMs looking to gain competitive advantage. Missing these talks means missing out on the knowledge that will define the next decade of industrial networking.

SPS Atlanta 2025 is collaboratively produced by [Messe Frankfurt Inc.](#), [Mesago Messe Frankfurt](#), and [The Association for Manufacturing Technology \(AMT\)](#). This event is where automation professionals gather to explore the latest smart production solutions. The event delivers a dynamic mix of exhibits, live demos, and education to connect manufacturers, suppliers, and innovators driving the next industrial revolution.

An all-inclusive registration – for just \$45, attendees gain full access to the exhibit hall and all education sessions, including the SPE Pavilion Theatre. One flat price. Unlimited opportunities to network, learn, and discover solutions that move business forward.

**[Registration is open.](#)**

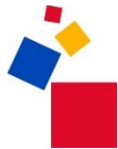
For information on attending, exhibiting, or sponsorships opportunities, visit [www.spsamericas.com](http://www.spsamericas.com) and follow **#SPSAtlanta25** on any of the social platforms for updates.

**Links to sites:**

<https://www.facebook.com/profile.php?id=61556407734239>

<https://www.linkedin.com/company/smart-production-solutions-atlanta/>

[https://www.instagram.com/sps\\_atlanta/](https://www.instagram.com/sps_atlanta/)



**Your contact:**

Kim Porter

[kim.porter@usa.messefrankfurt.com](mailto:kim.porter@usa.messefrankfurt.com)

Messe Frankfurt Inc.

Overlook III

2859 Paces Ferry Road SE, Suite 1600

Atlanta, GA 30339

[www.us.messefrankfurt.com](http://www.us.messefrankfurt.com)

**Background information on Messe Frankfurt**

[www.messefrankfurt.com/hintergrundinformationen](http://www.messefrankfurt.com/hintergrundinformationen)

**Sustainability at Messe Frankfurt**

[www.messefrankfurt.com/nachhaltigkeit-information](http://www.messefrankfurt.com/nachhaltigkeit-information)

**Background information on Messe Frankfurt Inc.**

<https://us.messefrankfurt.com/atlanta/en/aboutus.html>