Seamless automation transforms complexity into clarity

Seamless integration of electrics and pneumatics gives customers major competitive advantages

"Seamless Automation combines our broad-based solution portfolio with end-to-end connectivity and an intuitive digital experience for our customers," explains Frank Notz, Chief Sales Officer at Festo. Visitors can immerse themselves in the world of seamless automation at the Festo stand in Hall 13 at the Hannover Messe.

The Seamless portfolio includes pneumatic and electric automation, software and AI. Seamless connectivity ensures seamless connectivity in the systems. This is made possible by Festo's open system architecture - it connects individual components from different technologies. This creates uninterrupted data flows - from the individual component to the higher-level control system, including in solutions from Festo and third-party providers. The Seamless Digital Experience provides end-to-end support from design and operation to maintenance throughout the entire project. Data is transferred seamlessly.

Seamless and consistent - everything fits together

"With Seamless Automation, we are paving the way for every industrial motion requirement of our customers," adds Sales Director Notz. Everything fits together: mechanically and digitally, from the hardware to the software and the appropriate learning offer - supplemented by the broad technological and application knowledge of Festo engineers and technicians.

Consistent data flows from individual components to the control system and high compatibility thanks to open standards ensure that devices, data and hardware recognize each other and automatically work together seamlessly. Festo makes this possible through:

- standardized protocols across all technologies
- a consistent modular system
- consistent system principles
- the same architecture across all modules

With Seamless Automation from Festo, users save valuable development and programming resources. This is ensured by simple and fast product selection, design and commissioning. Seamless Automation also includes Seamless Connectivity: The connectivity of data, information and technology and application knowledge enables devices to recognize each other and work together automatically. The open connectivity between hardware, mechanics and software enables easy integration into customers' machines and systems.

With Seamless Automation, Festo makes automation technology so simple that technology becomes an experience. The concept reduces complexity and creates clarity for intuitive solutions - to be experienced at the Festo stand in Hall 13 at the Hannover Messe.

Festo at the Interpack: Hall 6 Stand A10

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Christian Österle

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Seamless Automation

Seamless automation: Festo ensures that devices, data and hardware recognize each other and work together automatically and seamlessly with integrated data flows from individual components to the control system and with high compatibility ...

Seamless Automation trade fair

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Frank Notz

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About Festo

Festo is a global player and an independent family-owned company with headquarters in Esslingen am Neckar, Germany. Festo has set standards in industrial automation technology and technical education ever since its establishment, thereby making a contribution to sustainable development of the environment, the economy and society. The company supplies pneumatic and electrical automation technology to 300,000 customers of factory and process automation in over 35 industries. Digitalization, AI and the LifeTech sector with medical technology and laboratory automation are becoming increasingly important. The products and services are available in 176 countries. With about 20,600 employees in over 250 branch offices in around 60 countries worldwide, Festo achieved a turnover of around €3.33 billion in 2025. More than 8% of this turnover is invested in research and development. In this learning company, 1.5 % of turnover is invested in basic and further training. Festo Didactic SE is a leading provider of technical education and training and offers its customers worldwide comprehensive digital and physical learning solutions in the industrial environment.