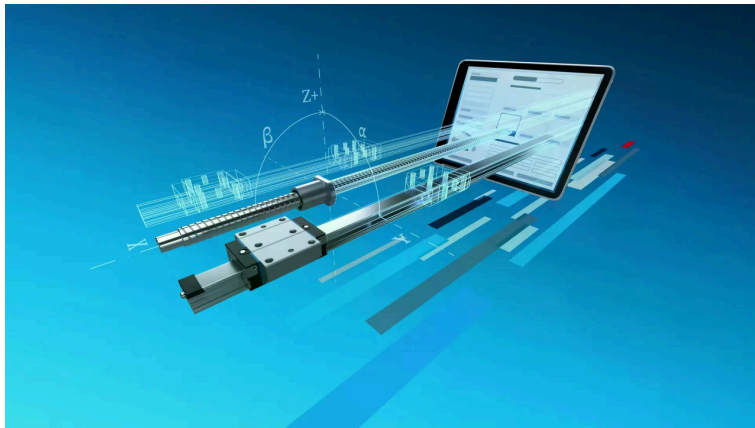


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Linear Motion Technology: quantum leap in online engineering

Manuela Kessler | 31.03.2025 | Lohr am Main | PI 019/25

Bosch Rexroth simplifies and accelerates product selection with the interactive Linear Motion Technology Selector



The Bosch Rexroth browser-based Linear Motion Technology Selector offers intuitive user guidance, innovative extra functions, and specific product recommendations. (Image source: Bosch Rexroth AG)

The Bosch Rexroth innovative Linear Motion Technology Selector guides engineers and designers to the right product even faster, more easily and more intuitively than previous solutions. After just a few clicks and parameter entries, the browser-based tool presents plausible product recommendations and suitable alternatives including limit values, price information, and delivery times. At present, the Linear Motion Technology Selector includes the complete range of profiled rail systems, linear bushings, and screw drives. The remaining product groups will follow in succession. In the final expansion stage, users will be able to receive suitable product suggestions by starting directly with their target application – even without any product knowledge.

Design and engineering departments are under great time and cost pressure. In terms of time-to-market, linear motion technology assemblies must be planned and optimized ever faster. Stakeholders are increasingly thinking in terms of functions and applications rather than products, and expect easy-to-use, web-based tools that cover the engineering process from A to Z. They value targeted assistance in the form of suggestions and intelligent algorithms.

Intuitive tool with extra functions

Bosch Rexroth's Linear Motion Technology Selector transparently maps the entire process from selecting, calculating, and configuring to documenting and ordering in one single, user-friendly web application. In addition, innovative functions such as the interactive 3D viewer to visualize the solution and efficiency-enhancing tool tips reduce the time required for engineering.

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The new online tool impresses with its intuitive, easy operation and targeted information. Based on a modern UX design, a solution optimized for the available space is displayed after just a few minutes and minimum input. In addition to this specific recommendation, Linear Motion Technology Selector also provides suitable alternatives as well as useful limit values, empirical values, price information, and delivery times for each result. This combination of practical focus and transparency sets the new tool apart from competitor products on the market. For special solutions that are not mapped in the Selector, the Rexroth team of experts assists users in finding the right product.

Reduced time and costs in engineering

Linear Motion Technology Selector can be accessed 24 hours a day via the web browser and is always up-to-date, regardless of the end device. For example, it can also be used directly at the plant for feasibility checks using a tablet. The project management is also displayed directly in Selector and includes the downloading of all documents and CAD data. If required, a customer-specific inquiry can be submitted to Rexroth Sales or a specific project can be shared directly with the Rexroth team or our sales partners.

Unlike other tools, Linear Motion Technology Selector is not a stripped-down online version of configuration software, but a full version with numerous extra functions. What's more, the user does not have to install any local software.

Powerful start, consistent development

In addition to new ideas, intensive development work, and decades of engineering experience, feedback from international usability tests as well as extensive practical experience from a pilot project have been incorporated into the development of Linear Motion Technology Selector.

Currently, the new Linear Motion Technology Selector covers the product groups ball and roller rail systems, linear bushings, and ball and planetary screw assemblies. All other product groups such as actuators, linear axes, and multi-axis systems as well as new features will be gradually integrated in the tool.

"Our aim is to offer users the kind of user experience similar to consumer platforms," comments Bernhard Schmee, Sales Digitalization, from Bosch Rexroth's Linear Motion Technology Business Unit. "In future, they will also be able to start the engineering process directly by selecting the target application to receive suitable product suggestions for their application even without any manufacturer-specific product knowledge."

Basic Information Bosch Rexroth

As one of the world's leading suppliers of drive and control technologies, Bosch Rexroth ensures efficient, powerful and safe movement in machines and systems of any size. The company bundles global application experience in the market segments of Mobile and Industrial Applications as well as Factory Automation. With its intelligent components, customized system

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solutions, engineering and services, Bosch Rexroth is creating the necessary environment for fully connected applications. Bosch Rexroth offers its customers hydraulics, electric drive and control technology, gear technology and linear motion and assembly technology, including software and interfaces to the Internet of Things. With locations in over 80 countries, around 33,800 associates generated sales revenue of 7.6 billion euros in 2023.

Basic Information Bosch

The Bosch Group is a leading global supplier of technology and services. It employs roughly 417,900 associates worldwide (as of December 31, 2024). According to preliminary figures, the company generated sales of 90.5 billion euros in 2024. Its operations are divided into four business sectors: Mobility, Industrial Technology, Consumer Goods, and Energy and Building Technology. With its business activities, the company aims to use technology to help shape universal trends such as automation, electrification, digitalization, connectivity, and an orientation to sustainability. In this context, Bosch's broad diversification across regions and industries strengthens its innovativeness and robustness. Bosch uses its proven expertise in sensor technology, software, and services to offer customers cross-domain solutions from a single source. It also applies its expertise in connectivity and artificial intelligence in order to develop and manufacture user-friendly, sustainable products. With technology that is "Invented for life," Bosch wants to help improve quality of life and conserve natural resources. The Bosch Group comprises Robert Bosch GmbH and its roughly 470 subsidiary and regional companies in over 60 countries. Including sales and service partners, Bosch's global manufacturing, engineering, and sales network covers nearly every country in the world. Bosch's innovative strength is key to the company's further development. At 136 locations across the globe, Bosch employs some 86,900 associates in research and development, of which nearly 48,000 are software engineers.

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