

NEWS & EVENTS

Automation Fair Event Showcases Smart, Safe, Sustainable Manufacturing

Nearly 8,000 customers, Rockwell Automation® PartnerNetwork™ members, industry analysts and media from around the world gathered in the United States in Anaheim, California, last November for the 18th annual Automation Fair® event.

The event provided attendees with an opportunity to see the latest technologies and solutions available to help improve plant-wide optimisation, machine-builder performance and sustainable production. The global Rockwell Automation event included workshops, technical sessions, industry forums, hands-on labs and more than 100 exhibitors.

The company announced a range of products and services including the launch of the FactoryTalk® VantagePoint EMI and FactoryTalk Historian Machine Edition (ME) software; a portfolio of integrated motion solutions over EtherNet/IP; and an industrial energy management “greenprint” that helps manufacturers take an “inside-out” approach to energy management.

Prior to the start of the Automation Fair event, Rockwell Automation hosted the Process Solutions Users Group (PSUG) and Safety Automation Forum. More than 300 customers representing 186 companies from nearly 30 countries participated in PSUG sessions.

The 2nd Annual Safety Automation Forum drew more than 200 people, who learned about changing standards, industry trends and safe machine design. The Safety Automation Forum utilised social media—Twitter, Facebook and LinkedIn—to encourage discussion, and comments continued a week after the event.



Automation Fair 2010 will be held in the United States in Orlando, Florida, at the Orange County Convention Center November 3-4.

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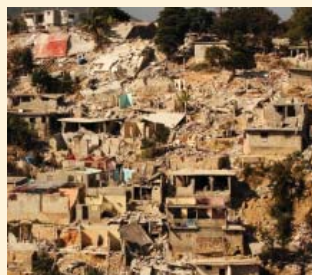
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BRIEFS

Rockwell Automation Responds to Haiti Disaster

In light of the devastation associated with a series of earthquakes in Haiti, Rockwell Automation® made a donation in the amount of US\$150,000 to the Red Cross for disaster relief.

The company encourages others to consider making a personal gift to the relief organisation of their choice.



Rockwell Automation on the Receiving End of Awards

Rockwell Automation recently garnered awards from the following publications:

- Readers of *Control* magazine ranked Rockwell Automation the highest in 34 “Best in Control” industry and product categories. The company took home more first-place finishes than any other supplier.
- Rockwell Automation won or tied for first place in 19 hardware and

software categories in *Control Design's* 2009 Reader's Choice Awards.

- Readers of *Control Engineering* magazine selected five Rockwell Automation® products for the publication's annual “Engineers' Choice Awards.” In addition, Rockwell Automation North American Solution Providers, Stone Technologies and Interstates Control Systems, received the System Integrators of the Year award from *Control Engineering* magazine.

White Paper Examines Innovations in Robotics

A new white paper from Rockwell Automation® shares insights on major technological advances and governing international guidelines on robotics and evolving safety standards.

International Safety Standards Keep Pace with Advances in Robotic Technology and Applications examines the major advances in robotics and robotic systems that the new safety standards will address for the first time and explains how these technologies will help industries better protect workers while helping increase plant efficiency and productivity. It also details the important role of integration technology in helping safeguard robotic systems and provides insight on future trends in robotic applications and associated safety issues.

To register to receive the white paper, visit: <http://discover.rockwellautomation.com/Safetywp/robotics>.