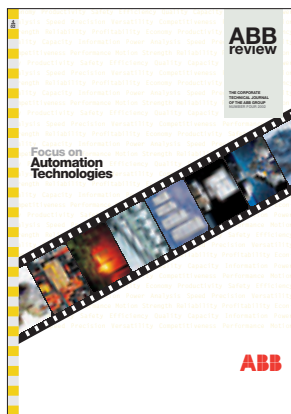


Re-defining 'automation'

The words 'automation technology' conjure up images of robots busily tending an assembly line. But automation technology in ABB means far more – measurement, control, instrumentation, process analysis, drives and motors, power electronics and low-voltage products, all in harmony with one common Industrial IT architecture for real-time automation and information solutions across discrete, process and batch manufacturing operations.



Not so very long ago, 'automation' was still defined – and widely looked upon – as a way to reduce effort by mechanical or electrical means. Today, the term has come to mean much more. Around the world, in industrial and utility processes of every kind, automation is not only 'flexing its muscles' to save human effort on a massive scale, but also applying considerable 'intelligence' in an equally critical role – that of monitoring, managing and optimizing.

ABB is proud to support this trend with the broadest portfolio of automation technology products, solutions and services industry has to offer. For example, our robotics systems go beyond the norm, manipulating heavy loads with precision few humans can match. Behind the scenes are our measurement and control technologies – 'brains' and nerve center, so to speak – managing and optimizing the thousands of interdependent variables upon which automation ultimately depends.

Innovative motors and drives bring a new level of efficiency and energy saving to motion-dependent processes. And low-voltage products provide superior electrical connectivity and safety to speed and simplify installation and maintenance.

ABB is privileged in that our business is robust in both integrated and stand-alone automation technologies. ABB industry-specific

business areas apply their substantial process knowledge to develop value-added solutions based on our automation products for complex and diverse industrial uses. Leading original equipment manufacturers and systems integrators across a broad range of industries also use our products to add efficiency and reliability to their own offerings.

At the core of this successful activity is ABB's group-wide commitment to Industrial IT integration. Industrial IT positions each ABB automation technology product as a 'building block' of a single information framework geared to making our customers more competitive. Industrial IT software modules can be re-used to enhance productivity, quality, safety, environmental compliance, and cost efficiency. Working with our customers and listening to their suggestions enables us to rapidly expand our casebook of proven solutions.

In this edition of *ABB Review*, we shine the spotlight on some of our automation products and solutions, and let the people who develop, market or use them state their case. It is such people – our own and our customers' – that we rely on to help provide the innovation and support that will keep ABB in the forefront of this business. I hope you find the stories informative and interesting.

A handwritten signature in black ink, appearing to read 'Dinesh Paliwal'.

Dinesh Paliwal
Head of Automation Technologies Division