

Editorial Board

Peter Terwiesch
Chief Technology Officer
Group R&D and Technology

Clarissa Haller
Head of Corporate Communications

Ron Popper
Manager of Sustainability Affairs

Axel Kuhr
Head of Group Account Management

Friedrich Pinnekamp
Vice President, Corporate Strategy

Andreas Moglestue
Chief Editor, ABB Review
andreas.moglestue@ch.abb.com

Publisher

ABB Review is published by ABB Group
R&D and Technology.

ABB Asea Brown Boveri Ltd.
ABB Review/REV
CH-8050 Zürich
Switzerland

ABB Review is published four times a year in English, French, German, Spanish, Chinese and Russian. ABB Review is free of charge to those with an interest in ABB's technology and objectives. For a subscription, please contact your nearest ABB representative or subscribe online at www.abb.com/abbreview

Partial reprints or reproductions are permitted subject to full acknowledgement. Complete reprints require the publisher's written consent.

Publisher and copyright ©2009
ABB Asea Brown Boveri Ltd.
Zürich/Switzerland

Printer

Vorarlberger Verlagsanstalt GmbH
AT-6850 Dornbirn/Austria

Layout

DAVILLA Werbeagentur GmbH
AT-6900 Bregenz/Austria

Disclaimer

The information contained herein reflects the views of the authors and is for informational purposes only. Readers should not act upon the information contained herein without seeking professional advice. We make publications available with the understanding that the authors are not rendering technical or other professional advice or opinions on specific facts or matters and assume no liability whatsoever in connection with their use. The companies of the ABB Group do not make any warranty or guarantee, or promise, expressed or implied, concerning the content or accuracy of the views expressed herein.

ISSN: 1013-3119

www.abb.com/abbreview

Preview 4/2009



A celebration of innovation

The achievement of something that is radically new, that has never been reached before, is in itself a fascinating experience. At ABB, this is even more so if the new idea can open up real advantages for customers or society as a whole. Hundreds of scientists and engineers in ABB's corporate research centers and in the divisions across the globe are continuously pursuing such innovations, many of which will define the products and applications of tomorrow.

Every year, the fourth edition of *ABB Review* is dedicated to presenting the best innovations of that year. Selecting these is no easy task and those finally selected represent only a cross section of what has been achieved.

One such technological innovation is shown in the picture above: a control panel of *Busch-priOn*[®] – part of the intelligent room-control concept developed by Busch-Jaeger, a member of the ABB Group. The luminescent aura of this panel looks like a futuristic design in itself, but there is more to it than first meets the eye: The color actually changes dependent on the context (the aspect being controlled), leveraging an intuitive and easy-to-understand approach to a powerful multifunctional interface. This concept was awarded the internationally renowned "red dot design award" for its innovation in communication design.