The ProSoft Magazine

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REMOVE THE FEAR FROM YOUR UPGRADE

Danetta Bramhall discusses how to take the fear and risk out of migrating your aging system without adversely affecting your bottom line.

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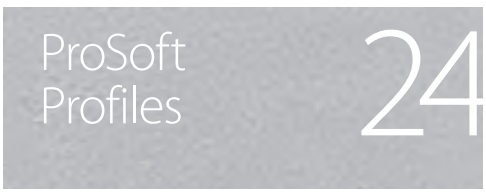

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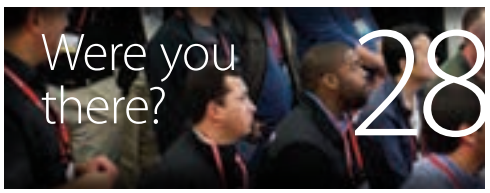

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The ProSoft Magazine

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From the CEO

At ProSoft Technology®, success comes from a relentless focus on innovation and execution. Innovation means doing things better and smarter. It means making the most of our resources, empowering people to do what they do best and using the power of diverse ideas to overcome challenges. And it also means helping our customers do all of this, too.

Now, I know you are thinking, that's very nicely put with all the proper buzz words, but what does it really mean to you, our customer?

Good question!

Innovation

The secret to our success is…your success. If ProSoft can provide you with an innovative technology that will add to your profitability, would you use it? Of course you would! We have proof of that with the release 3 years ago of our EtherNet/IP™ to Remote I/O™ gateways. Our customers quickly realized the value of these gateways and our sales have doubled each year.

Our innovation continues with the recent release of our new Ethernet to Blue Hose® Industrial Media Converters. We see the intense interest you have in this product, from the crowds that surround our tradeshow exhibits, to the number of requests we receive for more information.

Execution

ProSoft's deep industry knowledge is another way we can help our customers succeed. We're not only talking about knowledge of the industrial automation space but about how our products can be used in your industry to solve real-world challenges. Our in-chassis Flow Computers are a great example of the kind of know-how ProSoft engineers can bring to the Oil & Gas Industry. These modules have been tested and used around the globe by some of the most influential companies on the planet, with great success.

We are also committed to having local application expertise. That means being able to get someone on the phone, in your time zone, who understands your problem, and can help you solve it. Our testament to that is our global technical support that is recognized as one of the best in the industry.

It's hard to think of a better example we could set than that of a responsible global citizen. I look forward to continuing to innovate and execute, and to keeping you updated on our progress to make you a success.

Thomas Crone, CEO

Editor's **Notes**

By Danetta Bramhall
Editor-in-Chief

We've all heard the old adage "If it ain't broke, don't fix it." But in the automation controls world that adage becomes a double-edged sword, because even if it isn't broke now, chances are almost certain that most vendors will eventually terminate support or simply quit selling outdated versions of their products. When you can no longer purchase replacement parts for your system, you are faced with having to upgrade. That means not only having to buy new equipment but also scheduling downtime to install it. For many businesses, that can be VERY expensive.

So, how do you take the fear and risk out of migrating your aging system without adversely affecting your bottom line?

The answer: Phased Migration.
ProSoft Technology® has a number of products that will help you take the sting out of upgrading your equipment, whether it is old controllers, drives, HMIs or peripheral devices.

Upgrading a piece of equipment?

So, you've added a new piece of OEM equipment and it doesn't interface with your

FROM YOUR UPGRADE

existing network. Now what? This is ProSoft Technology's bread and butter. Our tag line is "Where Automation Connects," and we aren't exaggerating. We have in-chassis interface modules and gateways for over 60 protocols including Modbus®, Modbus® TCP, DNP3, IEC 61850, PROFIBUS®, EtherNet/IP™, Allen-Bradley® Remote I/O™, DH+™, ASCII, DH-485, HART®, Metasys®, LonWorks®, IEC 60870-104, and Siemens® Industrial Ethernet, just to name a few.

Do you have old PLCs, HMIs or Drives?

Are you afraid your old PLCs, HMIs or drives will soon die and you don't have any spares? We can help. ProSoft has gateways that will allow you to migrate that legacy equipment to either ControlLogix® or CompactLogix™. And here's the best part… You don't have to worry about scheduling extended downtime because these migration gateways allow you to build and verify your new ControlLogix® or CompactLogix™ system BEFORE switching over. You can also upgrade Remote I/O™ drives or PanelViews™ to EtherNet/IP™ PowerFlex® drives or PanelView™ Plus 6 terminals without modifying the PLC code.

Are you feeling some of your unease about upgrading fading yet? Well, there's more…

Does the thought of ripping out your legacy Remote I/O™ systems all at once and switching over to a new Ethernet network make you sick to your stomach or give you hives?

Running a new Ethernet network with switches and fiber cable can be a costly endeavor. With ProSoft Technology's innovative Industrial Media Converters, you can now run Remote I/O™ and EtherNet/IP™ simultaneously over your existing Belden® 9463 Blue Hose® cable. Yes, you read that right… SIMULTANEOUSLY! This new patented technology allows you to upgrade your legacy Allen-Bradley® Remote I/O™ in phases, eliminating the extended downtime required to upgrade your system because you can schedule your downtime to replace one or multiple nodes at a time. And, you'll notice that when you upgrade one of your Remote I/O™ racks, you have just created spares.

If that tight knot in your stomach has not eased yet at the thought of having to upgrade, call ProSoft. We'll walk you through how to take the fear and pain out of upgrading. Your breathing will return to normal and you won't need antacids anymore. I promise!

They said it couldn't be done...

Throughout history people have said, "That's impossible!" But the Wright Brothers flew, Neil Armstrong walked on the moon, and now ProSoft Technology® introduces Media Converters that allow customers to upgrade their discontinued Remote I/O™ systems to Ethernet, re-using their installed Belden® Blue Hose® to do it.

We interviewed Ken Roslan, ProSoft Technology's VP of Global Marketing, about the capabilities of the new, patented technology inside their Ethernet over Belden® Blue Hose® Media Converters.

ProSoft Magazine: *"First of all, everyone says this isn't possible. You can't run Ethernet over the same wire, namely Belden® Blue Hose®, as you do Remote I/O™. What do you say to that?"*

Ken Roslan: *"That isn't true anymore. But this isn't magic. Your cable company runs cable TV and Ethernet over the same coax cable. We applied the same idea, but over Belden® Blue Hose®, which is twinax."*

ProSoft Magazine: *"How did you think up this product?"*

Ken Roslan: *"Necessity is the mother of all invention. We had a customer who approached us with a problem. Rockwell Automation® is discontinuing their support for Remote I/O™, requiring them to upgrade. Many Remote I/O™ devices are no longer for sale. But, the new I/O systems require Ethernet, so they are faced with replacing their network wiring."*

ProSoft Magazine: *"Do you think there is a big market for your media converters?"*

Ken Roslan: *"Are you kidding? Blue Hose® wiring has been the industry standard for Remote I/O™ networks. Over the past 30 years, Belden® has produced and sold more than 391 million feet of Blue Hose®, enough to circle the globe over three times, and much of it is still in use in facilities all over the world."*

ProSoft Magazine: *"So, you are saying that the media converters are especially good for retrofit projects. Is that correct?"*

Ken Roslan: *"Absolutely! A typical system has up to 10,000 feet of cable. If users need to upgrade the Remote I/O™ to Ethernet, that means they need to add Ethernet Cat 5 cable or possibly even fiber optic cable for distances over 300 feet. Just running the cable itself is expensive and can be a challenge. The next thing they have to do is convert programs and schedule downtime to install and commission the new system. That's when risk starts going up."*

ProSoft Magazine: *"But what about systems and wiring that has been installed for many years. Don't you run a risk using old wiring?"*

Ken Roslan: *"We know a lot of this Blue Hose® cable has been out there for years, at different lengths and various levels of deterioration. The converters monitor communications and pick the best broadband channel for the installed condition of the cable."*

ProSoft Magazine: *"Is the big savings with these converters in not having to run new cabling?"*

Ken Roslan: *"That's just one of the savings.*

We recommend these for a phased migration. You can change one node at a time during a scheduled shutdown. You can continue to use an old controller while you install a new controller, convert the code and use a 1756 Remote I/O™ card to test the code while the plant is running on the old controller, then switch over. Being able to simultaneously run Ethernet and Remote I/O™ lets you make changes with minimal downtime and little risk. You can upgrade a node and use the old I/O as a spare for other old nodes to buy you time before you need to replace them. By the way, running the Ethernet and Remote I/O™ is part of the patented technology that we have in this product. No other media converter offers that."

ProSoft Magazine: *"How hard is it to set these up?"*

Ken Roslan: *"The converters are essentially plug-and-play with no configuration required. You connect to the Blue Hose® and power up. There is no setup. It's completely transparent, like an Ethernet-to-fiber-optic converter."*

ProSoft Magazine: *"Will the Ethernet speed be fast enough for a new I/O system?"*

Ken Roslan: *"Yes. These converters can send and receive data at up to 30 Mbps."*

ProSoft Magazine: *"It sounds like ProSoft Technology® is becoming more and more a company that is focusing on migrating old products to new technology. Would you say that was correct?"*

Ken Roslan: *"Yes. These media converters are just another example of the innovative solutions we offer to help our customers migrate from their old technology to the new. I expect to see ProSoft Technology® repurposing more of the older technology to make smart, hybrid solutions like this one. Most businesses can't afford to just rip out the old and put in new. By helping our customers with phased migration solutions, we make them more successful and that makes us successful. It's a win-win."*

For more information on ProSoft Technology's new Ethernet to Remote I/O™ Media Converter, go to psft.com/psmbluehose

THE JOURNAL
From Rockwell Automation and Our PartnerNetwork™

Happy Birthday to Rockwell Automation's elite magazine, *The Journal*, in celebration of their 20th anniversary!

Everyone at *The ProSoft Magazine* hopes that on our 20th anniversary we can be as widely known and respected in our industry as *The Journal* is today.

golf course greenery

By Victor Garcia

Imagine pulling up to the golf course parking lot, taking your clubs out of the car and noticing the course itself looked like a barren desert. Doesn't sound too appealing, does it?

Lush green grass, bermuda or otherwise, and surrounding vegetation, such as trees and bushes, go hand-in-hand with golf. The only desert-looking formations one would normally see at a golf course, and try to keep out of, are those pesky sand bunkers.

The foliage of the world's prestigious golf courses doesn't grow by itself. Golf courses where world-renowned golfers have won championships, and those where you try to improve your handicap, need an efficient, economical irrigation system. Too little water and the course will start looking like that barren desert. Too much water and the fairway's bermuda grass could start becoming like the rough.

Tending to a golf course cannot be done on autopilot, but the water irrigation system, with a proper PLC, can ease the burden.

PKM Solutions Ltd installed a Rockwell Automation® Micro850® for Woburn Golf Club's water irrigation system in Thetford, U.K., but that alone wouldn't do the job. Woburn consists of three courses, each with 18 holes.

Woburn needed a texting module to start and stop the system remotely. It also needed remote notifications sent to a cellphone.

PKM Solutions chose ProSoft Technology's ILX800-SMSG Texting Module. The module works with either a Micro830® or Micro850® PLC and gives the PLC bi-directional text messaging capabilities. In fact, it was the "only PLC system that would text to each other to start and stop the other PLC," said Paul Mold, PKM Solutions Director.

The golf course has three sites that work in conjunction with each other. There is a water reservoir and two filling tanks. "When one of the filling tanks is low, it sends a text message to the reservoir to fill, then a text notification to stop," Mold said.

The alternative would have been to run cable from the reservoir to each filling tank, which would have resulted in downtime – and golfers don't like downtime at their favorite course.

Mold said Woburn Golf Club is very pleased. "This option has saved them the expense of running long lengths of cable across their course, which would mean downtime and a lot of expense."

The ILX800-SMSG Texting Module in a Micro830® PLC.

Woburn needed a texting module to start and stop the system remotely. It also needed remote notifications sent to a cellphone.

FAILURE IS

by Victor Garcia

Failure is not an option when upgrading a flood barrier's control system. Should a flood barrier malfunction, thousands of homes and businesses could be severely impacted.

Upgrading a flood barrier isn't a task that can be done overnight. It takes months and months of work. The barrier has to remain available for use throughout the upgrade, making it a considered and careful task. There has to be several fail safe measures and redundancies in place. Whoever said redundancies are a bad thing hasn't taken a look at a flood barrier system.

At the UK's Environment Agency's Dartford Barrier Flood Defence System in Kent, England, two concrete towers stand 20 meters above the ground on either side of the mouth of Dartford Creek. The barrier is routinely closed, in conjunction with the bigger Thames Barrier upstream, to prevent high tide water levels in the River Thames Estuary flowing back up the creek and flooding Dartford and the surrounding area.

Two steel gates, each 30 meters across and weighing over 160 tons, are suspended at high level between the two concrete towers. Like a huge guillotine at the creek mouth, one gate may be slowly lowered on its supporting chains onto the river bed to block the flow of water. Then the second gate may be slowly lowered to rest onto the top of the first gate. When closed together, the 160-ton steel gates can withstand up to 10.4 meters of water.

The gates are raised and lowered by direct-drive oil hydraulic motors. The drive system comprises two 18.5kW pump and motor units, providing both duty and standby facilities, enabling a gate to be raised or lowered in 15 minutes. When not in use, both gate structures are safely held in the fully raised position and latched using hydraulic latch mechanisms. This permits vessels to pass underneath the gates along the creek.

It is envisaged that due to climate change, the barrier may need to operate an average of 50 times per annum over the next 25 years.

"The system has to be highly available with many fallback systems in case of failures," said Andrew Garwood, a Senior Contracts Manager in the Controls Division of Qualter Hall & Co Limited, Barnsley.

UK Environmental Agency's Dartford Barrier Flood Defense System in Kent, England.

Just a couple of years ago, the control system was starting to show its age. As part of a large upgrade to the barrier, its associated control system was overhauled. The original control system was a completely hardwired based relay system that was over 30 years old. Spare parts for the system were becoming scarce.

Qualter Hall was the Systems Integrator for the project and as the Mechanical and Electrical Engineering Contractor in charge of upgrading the control system, they had several goals in mind. Number one was safety and reliability. Flooding, should it occur, could cause extensive damage to the surrounding area.

Qualter Hall, who provides an attractive 'one stop shop' for a multitude of engineering solutions, decided to call ProSoft

NOT AN OPTION

Qualter Hall selected ProSoft, because it was a reliable, cost-effective solution that was endorsed by Rockwell Automation®.

Technology®. Qualter Hall selected ProSoft because it was a reliable, cost-effective solution that was endorsed by Rockwell Automation®. ProSoft Technology® is a Rockwell Automation® Partner.

Two Rockwell Automation® ControlLogix® redundant PACs are inside each of the 20-meter towers to control the opening and closing of the barrier, but much of the equipment the control system communicates with was PROFIBUS® or Siemens®-based. Two PROFIBUS® Master communication modules (MVI56-PDPMV1) from ProSoft Technology® were installed inside the ControlLogix® PACs to facilitate communication from the Rockwell Automation® processors.

"The ProSoft Technology® modules were utilized to provide PROFIBUS® DP into the ControlLogix® rack and permitted four separate PROFIBUS® DP segments for redundant operation," Garwood said.

Fiber optic cables were installed between the two towers, as part of the control system overhaul. While the cable links were being constructed, ProSoft Technology® 802.11 Industrial Hotspot radios served as the communication link.

"The wireless link was then used as an automatic fallback connection should fiber optic connection be lost. The ProSoft Technology® equipment was selected for its

Continued next page

FAILURE IS NOT AN OPTION

Continued

flexibility and support of the spanning tree protocol (RSTP)," Andrew Garwood said.

ProSoft Technology's solutions helped ease the engineering work by making it possible for the ControlLogix® system to communicate as one single protocol.

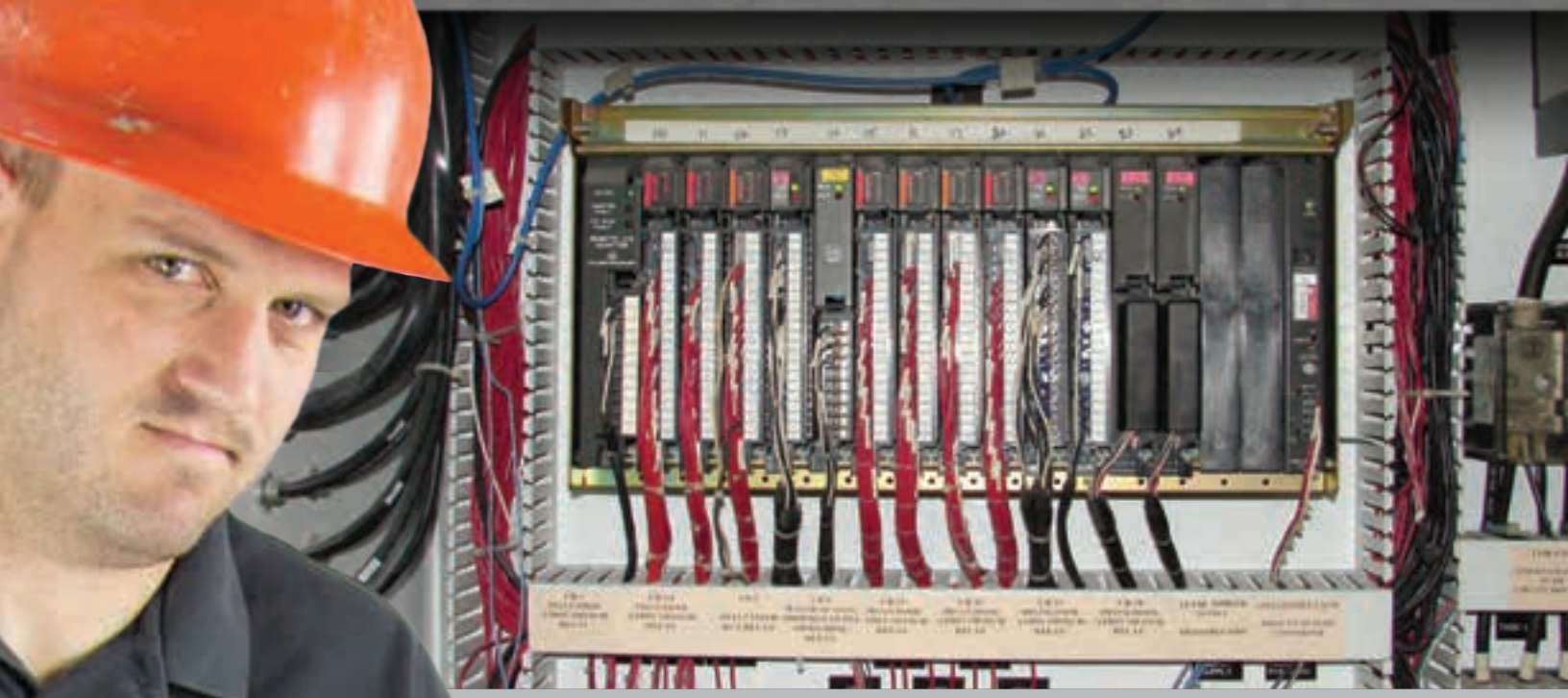
The system now allows data to be reviewed quickly, centrally and remotely, providing convenience when accessing diagnostic information.

Thousands of homes and businesses are now safely protected.

ProSoft Technology's PROFIBUS® module for ControlLogix® facilitates communication from drives in a flood defence system in Kent, England.

ProSoft Technology® radios operate as an automatic fallback connection, should the fiber optic connection be lost.

Upgrade your Remote I/O™ System to EtherNet/IP™



without pulling another cable!

ProSoft has the phased migration solution you never thought possible.

For more information, visit **psft.com/psmbluehose**

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Eliminating Crashes

By Danetta Bramhall

We've all seen car crashes. Most of us have had one or two in our lifetime. But imagine a car crash where neither car has a steering wheel, or wheels of any sort.

Hard to picture? Not if you were watching an assembly line in an automobile manufacturing plant. Needless to say, having cars crash before they have been completely assembled is not good for the bottom line.

That was the problem Autos y Máquinas del Ecuador S.A. (AYMESA) was experiencing in its manufacturing plant in Ecuador, where are assembled KIA and Hyundai models.

AYMESA needed to improve the Electrified Monorail System (EMS) in its paint shop, specifically at the cataphoresis process called ELPO.

Cathodic electrodeposition, or cataphoresis, is a fully automated process of painting by immersion, which is based on the movement of charged particles in an electric field (paint) toward an oppositely charged pole (metallic surface to be painted). The equipment that gives the electric charge at the cataphoresis process is called a rectifier.

Before the paint is applied, the surfaces undergo a preparatory process which includes degreasing, phosphating, and several rinses. The main objective of the

> "We knew ProSoft had a solid reputation for supporting Rockwell controls and communication interfaces seamlessly."

preparatory process and phosphate coating is to protect the surfaces from corrosion. This technique also allows areas which are hard to reach, such as recessed areas, and piping to be painted.

After the paint has been applied, the surfaces are heated to dry and cure it.

The EMS transports car body carriers around a loop that travels through the 140-meter-long paint shop. At the paint shop loading station, a car body is loaded onto a mobile carrier, lifted five meters off the floor, and attached to the EMS. The car body is then run through 12 sequential stations. At every immersion station, the carriers stop to allow two on-board hoists to lower the car bodies into an immersion bath. When the process is completed at one station, the hoists lift the car body and the carrier moves along the monorail to the next station.

Every mobile carrier contains an on-board MicroLogix™ controller and three Variable Frequency Drives (VFD) to operate the two hoists and two friction wheel travel drives. There is a stationary Master CompactLogix™ L35E controller near the first loading station sending commands through a conductor rail system.

"This conductor rail system became very dangerous when the electrical conductors broke, causing collisions between mobile carriers and unscheduled downtime," said Pablo Padilla, ELPO Maintenance Supervisor for AYMESA.

"Also, because we couldn't change the specific voltage in the cataphoresis process for different car models," said Padilla. "It caused the smaller car models to have a thick coat of paint. This required extra time to sand down to keep our quality parameters."

Padilla and his boss Luis Olivo, the Maintenance Manager for AYMESA, heard about ProSoft Technology® radios at a Rockwell Automation® conference in Ecuador.

"We knew ProSoft had a solid reputation for supporting Rockwell controls and communication interfaces seamlessly," Olivo said.

"We wanted to take advantage of the fact that we had mobile, on-board

Continued on next page

Eliminating Crashes

Continued

controllers for each carrier and to permit communication via Ethernet through a high-speed wireless network," said Padilla.

However, the engineers had their doubts about the reliability of wireless networks in an environment surrounded by moving metal, since radio waves reflect off metal objects and bounce in all directions, causing multipath interference. The paint shop has metal walls and a metal roof. The carriers are massive steel objects, as are the car bodies they carry. All these constantly moving metal masses result in an ever-changing radio frequency environment that is ripe for radio interference or corrupt data flow.

"ProSoft Technology's 802.11n Fast Roaming radios use highly effective filtering algorithms and allow emitted power adjustment," said Padilla. "Both of these features help overcome multipath interference problems. Plus, ProSoft's expert advice regarding proper antenna selection and placement was a major factor contributing to the application's overall success."

The new control system consists of one Master radio connected to the PLCs Ethernet Network in which the main PLC is a part. Every independent EMS carrier has a local controller and a ProSoft radio acting as a repeater to establish wireless communication with the main controller. The six mobile carriers communicate with each other as well as with the Master radio.

"Since this EMS application is time-critical, every repeater radio is connected with its parent Master radio at all times to avoid switching delays from one Master radio to another while the carriers are in motion," Padilla said.

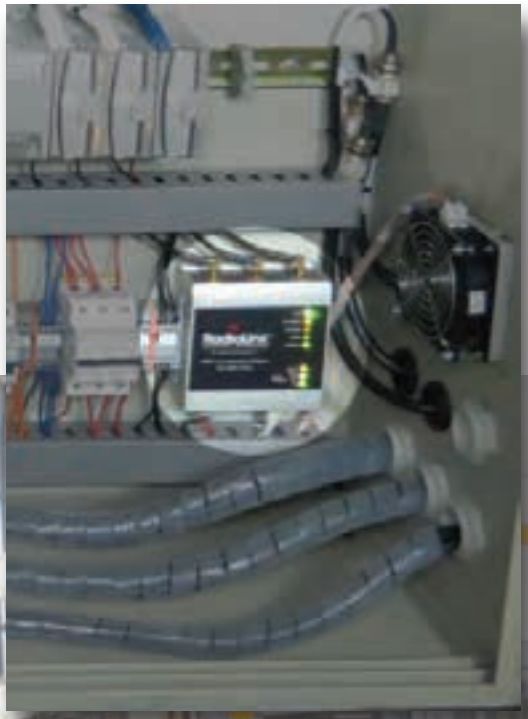
Luis Olivo and Pablo Padilla of Autos y Máquinas del Ecuador S.A.

By opting for this wireless network, AYMESA was able to gain several benefits:

- The implementation of a vision system consisting of a camera to identify the car model entering the paint shop. This, in conjunction with a new recipe system to set the immersion heights and the water spray times according to the car model, reduced processing time and optimized water consumption. Total processing time per mobile carrier was reduced by three minutes (6%).
- The ability to send time data and voltage data to the rectifier through the wireless network. Now, the rectifier gives a specific electric charge to each car model eliminating over-painting on the smaller models.
- The ability to control the EMS system in real-time, increasing its reliability and reducing downtime.
- The ability to implement remote control through a wireless keypad with a range of 100 meters to manually control each mobile carrier.

Display of alarms of every mobile carrier at the PanelView™ in the control room.

And, best of all, collisions between mobile carriers were reduced by 100%, since with the wireless network, every carrier knows its position in relation to each other.



Collisions between mobile carriers were reduced by 100% with the installation of ProSoft Technology® radios.

GOING GREEN

ProSoft Technology® CompactLogix™ IEC 60870-5-101 Module utilized in solar field

By Victor Garcia

Whether it's electric luxury cars or programmable automated thermostats you can control via your smartphone, we've been hearing a lot about going green lately. With many areas of the world becoming more concerned with global warming, we'll be hearing more and more about green energy for years to come.

With these concerns, many areas of the world are moving toward renewable energy, including wind and solar. This is especially true in Europe, where the European Union has mandated all associated countries to have 20 percent of energy production through renewables before the year 2020.

The United States has similar mandates, depending on the state you live in. For example, California has a mandate that 33 percent of energy in the state be produced by renewables by 2020, whereas Texas has no such mandate.

Because of the geographical location, most of the Slovakian power districts decided to use photovoltaic solar plants to achieve their 20 percent goal.

InForm Technologies (IFT) in Slovakia is one of the companies tasked with meeting the European Union mandate in that country. IFT, established in 2005, has passed a certification process allowing it to work with the national power grid company there. It and other power system integrators in Slovakia have installed roughly 500 power plants throughout the country.

The key objective for IFT when bidding on a particular 1 MW solar plant: Price out the competition while still delivering data securely and reliably.

E N

"The objective was to have a cost-effective solution to beat the competition. The Rockwell Automation® system combined with the ProSoft Technology® cards was about 30 percent more cost-effective than the nearest competitor. ProSoft Technology's connectivity solution was chosen not only for its cost-effectiveness, but for its exclusivity. It's the only connectivity solution for the IEC 60870-5-101 protocol that would work with a Rockwell Automation® PLC," said Jozef Lezo, IFT Managing Director.

Lezo learned of ProSoft Technology® through his local Rockwell Automation® distributor, Control Tech Slovakia. Control Tech suggested an Allen-Bradley® MicroLogix™ PLC and a ProSoft Technology® MVI69-101S module.

IFT utilized a MicroLogix™ 1500 with the ProSoft Technology® card as a Remote Terminal Unit to control the photovoltaic process. The PLC is collecting data from power monitors while controlling power relays. The types of data monitored are current, voltage, network status, switch status and the amount of energy produced by photovoltaic panels. All of this data is sent using the IEC 60870-5-101 protocol to the power grid company system using ProSoft Technology's MVI69-101S card and a separate cellular GSM modem.

The solar field is fully automatic and autonomous. It requires no maintenance people.

IFT was able to install a system to obtain data reliably, while being cost-effective. This system can now be reinstalled elsewhere in the country, should it be

MVI69-101S

GOING GREEN

Continued

needed. In addition, the new system is flexible. Additional features, such as sun tracking, could be added in the future.

The power grid is a bit greener now in Slovakia thanks to this and many of the other renewable energy plants installed by IFT. "Slovakia now has 20 percent of its energy coming from renewable resources," Lezo said. This meets the European Union's mandate with years to spare.

IFT is mainly focused on projects in the area of electroenergetics, including transformers, electrical protection and control systems. It is heavily involved in renewables and isn't stopping with power plants. It is working on the concept of electromobility, and it's a distributor and integrator of electric car power charging stations. IFT also uses its own fleet of electric automobiles.

ProSoft's IEC 60870-5-101 module for MicroLogix™ gathers data from a solar power plant's photovoltaic process.

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AWARD-WINNING marketing team

"I am stunned," declared ProSoft Technology's Commercial Marketing Manager, Danetta Bramhall, when her team was awarded an Honorable Mention in the Marketing Team of the Year category at the EE Times and EDN 2014 UBM Tech ACE Awards, given out April 1 at the Fairmont Hotel in San Jose.

"I suppose an Honorable Mention doesn't sound like a big deal if you don't know about this award program," Bramhall said. "But there were no other Honorable Mentions or even second-place awards for any of the 26 categories in the contest."

The award was the only honorable mention of the evening, and the Marketing Department's originality was praised when the award was given. The team was recognized for its campaign for the 2013 Rockwell Automation Fair®, an annual trade show.

The awards program honors the people and companies behind the technologies and products that are changing the world of electronics.

"The company that we came in second behind was TE Connectivity, a $13 billion company with 90,000 employees. Our Commercial Marketing Department has 10 employees. Let me count them again…1,2,3…Yep, only 10! For us to be singled out by this association for a special award when we were competing with companies that are more than 200 times bigger than us, is an extreme honor."

ProSoft's team coordinated a multi-faceted campaign for the 2013 Rockwell Automation Fair®. This included a special issue of their magazine (www.psft.com) which was inserted into *The Journal* and handed out on the show floor, a promotional video viewable at www.prosoft-technology.com/Landing-Pages/Automation-Fair and in-booth presentations in five languages (www.prosoft-technology.com/Landing-Pages/Automation-Fair-2013-Presentations).

"We are continually amazed at the level of creativity in the design, innovation and technology exemplified by these award winners," said Patrick Mannion, VP, Brand Director, UBM Tech Electronics. "The ACE Awards celebrate the highest achievements in innovation and creativity in electronics design, and selecting one organization or individual that stands out above the rest is incredibly challenging. We are pleased to be able to celebrate their achievements."

A panel of EE Times and EDN editors narrowed down the entries to five finalists in each category, based on the criteria set forth in an online submission form. Winners were determined from among the finalists by a panel of independent judges.

Front Row: Danetta Bramhall, Manager; Adam Woods, Logistics; Melody Saberon Ybarra, Team Lead; Juliane Bone, Graphic Designer. Back Row: Kim Tatman, Channel Programs Manager; Jim Duncan, Graphic Designer; Victor Garcia, Staff Writer; Don Duvall, Web Specialist ; Michael Auffant, Videographer. Not shown: Ken Roslan, VP of Global Marketing

Members of the ProSoft Commercial Marketing Team honored were:

Ken Roslan – VP, Global Marketing

Danetta Bramhall – Manager

Melody Saberon Ybarra – Team Lead

Kim Tatman – Channel Program Manager

Jim Duncan – Graphic Designer

Juliane Bone – Graphic Designer

Don Duvall – Web Specialist

Michael Auffant – Videographer

Victor Garcia – Staff Writer

Adam Woods – Logistics

ProSoft **Profiles**

Erik Syme

Director of Program Management

Hobbies Waterskiing and Snowboarding

Education A.S. in Electronics from Bakersfield College

B.S. in Business Administration from CSU, Bakersfield

ProSoft Technology always has the customer in mind when it comes to providing exceptional customer service and technical support. Sometimes customer solutions are plain and simple, but other times you may have to travel down a dirt road off the beaten path to get there.

Erik Syme knows this, and can get a bit nostalgic when talking about his career at ProSoft Technology.® You see, he started at ProSoft in 2000 and has built his career on the foundation of taking care of the customer. He has spent eight years as a technical support engineer; three years as technical support manager; two years as a product manager, and recently started his current role – Director of Program Management.

To help customers, Erik has been down many a dirt road, both literally and figuratively, in the 14 years he's been with ProSoft.

One event came to his mind. When Erik was working in tech support, he traveled to Argentina (more than 6,200 miles away) to get to the crux of an oil producer's technical problem with our ControlLogix® DNP3 module. The company had a pipeline that pumps gas from Puerto Rosales in south Argentina to La Plata about 560 km north. The company had 4 installations total. The closest installation of the module was a 2 ½-hour drive, including 10 miles of off-roading it.

"The driver was just following the power lines out to the installation. Down a dirt road, those power lines seemed to go on forever," Erik said.

After a firmware fix, the module worked flawlessly for the customer, which gave Erik and the rest of the team peace of mind. The team then went to each of the other installations and performed the same firmware upgrade. Again, they were more than 1 ½ hours apart from each other. Along the way, they stopped for lunch and were blessed by an 80-year-old priest, a bonus after traveling throughout Argentina upgrading firmware. "He blessed us all and wished us well as we went on our way," Erik said.

> "It was certainly a nice experience to take a customer and affirm their faith in our product."

All went well with each installation. "The customer was very excited to have a solution to his problem," Erik said.

This type of experience shows a glimpse of why Erik enjoys who he gets to work with on a daily basis from his co-workers to the company's partners and distributors. "It was certainly a nice experience to take a customer and affirm their faith in our product. After seeing what the customer went through to have our module be his solution made me realize how important our solutions are to our customers, and the overall success of their project."

"I like the fact that the company as a whole is dedicated to building high-quality products and supporting our customers' future needs," he said.

In Erik's current role, he gets to work with customers and distribution partners on how ProSoft products can better solve and create solutions for their applications, on a proactive basis.

"Applications need to get better, faster and cheaper," Erik said.

Erik's background was in the semiconductor industry before he came to ProSoft. That company used Allen-Bradley® SLC™ 504s. "I occasionally got to program them," Erik said. Now, and for the past 14 years, Erik gets to work on PLCs all the time, even those that may be down a long dirt road in Argentina.

Need a little help understanding how to implement one of ProSoft Technology's modules?

Then check out our library of tutorial videos at www.psft.com/psmtraining

Here are just a few videos we have available on our website:

Understanding Modbus® Serial & TCP

This 12-minute video is a basic tutorial on Modbus® from a Rockwell Automation® user's perspective. We explain things like what coils, bits, bytes and registers are, what float and double integers are and how Modbus® handles them, and how a Master/Slave network works.

Setup Tutorial for w's 802.11 Industrial Hotspot Radios

Learn how to quickly set up ProSoft Technology's line of 802.11 Industrial Hotspot radios.

Siemens® Industrial Ethernet Module Setup Tutorial for ControlLogix®

This tutorial takes you through the steps of configuring Prosoft's Siemens® Industrial Ethernet module using RSLogix™ 5000.

PROFIBUS® Master Setup Tutorial for ControlLogix®

Learn how to set up your ControlLogix® to control PROFIBUS® devices.

EtherNet/IP™ to Remote I/O™ or DH+™ Setup Tutorial

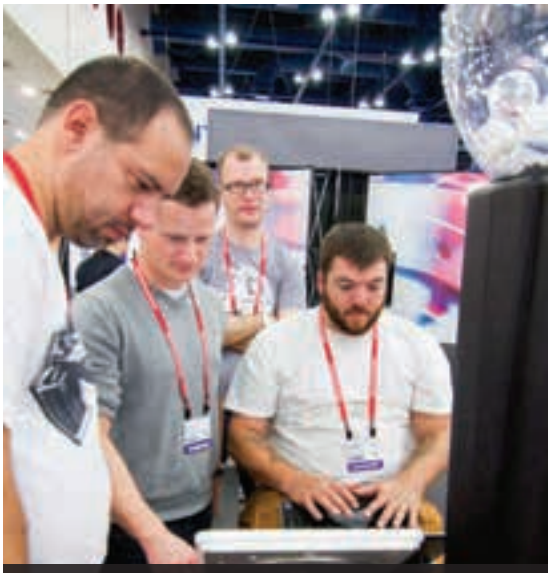
This video takes you through the steps of setting up ProSoft Technology's AN-X2 gateway to connect a new PanelView™ Plus 6 on Ethernet to your existing Remote I/O network without changing any of the existing Ladder Logic.

Were **you there?**

Automation Fair®

Houston

It was standing room only when Chuck Clark, ProSoft Technology's North American Sales Manager, held an in-booth presentation at the 2013 Automation Fair® on the use of ProSoft Technology® products in mining applications.



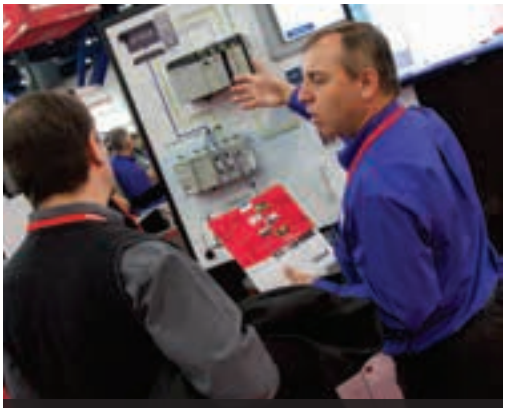
ProSoft Technology® engineers and technical support busy setting up a gumball machine demo demonstrating ProSoft Technology's wireless texting capabilities. L to R: Jerome Prat, Technical Support Manager for EMEA, Krzysztof Hajzyk, Region Sales Manager for EMEA, Myles Heinekey, Regional Sales Manager for EMEA and Clayton Maxwell, Technical Support for North America.

ProSoft Technology's booth at the 2013 Automation Fair® in Houston, TX was packed with customers to see the multitude of communication solutions available from ProSoft.

Were **you there?**

Crowds gathered in the aisles at the 2013 Automation Fair® to hear ProSoft Technology® experts speak on numerous subjects including ProSoft Technology's new EtherNet/IP™ over Blue Hose® Media Converter, Energy solutions, the advantage of in-chassis flow computing, premier integration, and the use of wireless in oil and gas applications.

Ricardo Lee, ProSoft Technology's Business Development Manager for Korea, delivered an in-booth presentation in Korean at the 2013 Automation Fair® on using wireless in industrial automation applications.



Sergio Arias, ProSoft Technology's Regional Sales Manager for Southern Cone, explains to a customer at the 2013 Automation Fair® how ProSoft products can help in Energy applications.

Danetta Bramhall, ProSoft Technology's Commercial Marketing Manager, meets with representatives of Rockwell Automation's The Journal at the 2013 Automation Fair®.

Chris Hines shows off his new "ProSoft monocle."

Were **you there?**

Automation Fair®
continued

Video presentations played continuously in the ProSoft Technology® booth in nine different languages.

Kim Tatman, Marketing Program Manager, fills ProSoft's custom wireless gumball machine with prizes.

Kuan Chee Choun, Sales and Technical Support Manager for ProSoft Technology's Asia Pacific region, goes over some of ProSoft Technology's phased migration solutions with a customer at the 2013 Automation Fair® in Houston, TX.

While waiting for the 2013 Automation Fair® to open its doors, members of ProSoft Technology's EMEA region pose with life-size cutouts of Cole Chandler, who played the starring role in ProSoft's comedic Automation Fair® promo video. L to R: Jerome Prat, Technical Support Manager, Aurelien Fabre, Sales & Marketing Manager, Bruno Forgue, President EMEA, Juliette Dauphin, Marketing Project Lead, Krzysztof Hajzyk, Regional Sales Manager for Central/Easter Europe and Myles Heinekey, Regional Sales Manager for UK, Ireland, Iceland, Norway, Sweden, and Denmark.

RAOTM
Kuala Lumpar

ProSoft Technology® President/CEO Tom Crone presents a prize to a drawing winner at the recent Rockwell Automation® on the Move in Kuala Lumpur, Malaysia. To be entered in the drawing, attendees had to "stamp their passport" by visiting various booths and seminars at the RAOTM.

Were **you there?**

RAOTM
Beijing

ProSoft Technology® CEO Tom Crone, center, is pictured with several team members from our Asia Pacific office at the Rockwell Automation® On The Move in Beijing, China.

Automação Industrial

Eduardo Lima, our Regional Sales Manager for Brazil, was recently at our distribution partner Ladder Automação Industrial's event promoting our solutions. He also gave a presentation on our new products.

Emerson® Exchange
Stuttgart

Feby Mohammed attended Emerson® Exchange EMEA in Stuttgart (Germany).

Automation University
Barcelona

Marine Aubagna and Andrea Mazzucchelli showcasing ProSoft Technology® solutions at Rockwell Automation®, Inc. 's Rockwell University event in Barcelona, Spain.

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