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## Press Kit

March 2005

### ***Discovering the New Electric World Center: a visit in several stages***

**Ambition and innovation are the principal characteristics of this 1,200-square-meter exhibition area dedicated to the technologies of the future.** The scenography and staging, combined with the use of the latest technologies for the lighting and the image walls, are irrefutable proof of this.

Designed to last 30 to 40 minutes, the tour can be enjoyed in five languages (English, Chinese, Spanish, French and Japanese). It takes visitors on a voyage of discovery through the New Electric World.

#### **The Company: its missions, markets and installations all over the world...**

The presentation takes the form of a projection on an image wall. The wall is 7 meters long, 2.4 meters high and is made of translucent glass which becomes opaque when an electric current is passed through it, becoming a projection screen (the Priva-Lite© model from Saint Gobain Glass). Using its original technology, the glass creates a "sound and picture" show based on the alternating transparent/translucent cycle to create special effects and on the projection of images onto the glass surface in its translucent phase.

#### **The most recent and innovative products in the fields of ultraterminals, electrical distribution and automation & control.**

Apart from the physical products exhibited, short videos projected on plasma screens show the technical innovations developed and the benefits that they bring during their implementation and operation.

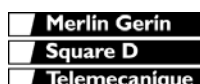
#### **Schneider Electric's four markets: energy and infrastructures, the residential sector, industry and buildings**

**An image wall offers a projection concerning the Transparent Ready™ solution.** This involves integrating web technologies into products in order to make them "transparent". Most of them include communication coupling devices based on the market standards, including Ethernet TCP/IP, in order to make exchanges simple, transparent and open. This communication structure guarantees the availability of the right information in real time – at the right place, at the right time and for all authorized people. The electrical installation and automation function in a consistent, flexible and open context.

#### **Improving performance**

In a commercial mall, the head of operations can get all the information necessary to allocate the energy costs for each commercial unit and thus bill them accordingly.

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## **Press Kit (2)**

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Using GSM technology, the person in charge of maintenance of an electricity supply can instantly locate any anomalies in the network. This means they can act quickly to restore normal operating conditions.

Thanks to an e-mail function on their Pocket PC, the maintenance officer for the luggage sorting system can be warned of a fault at any time. This allows them to intervene on the installation rapidly and remotely, thus guaranteeing the deadline for luggage routing.

### **Innovations and futurology: the New Electric World Center sets the scene for tomorrow's electricity**

Micro-generation, wireless communication or powerline communication and data transmission via domestic lighting are just some of the subjects whose development will accompany daily life in the years ahead.

#### **- Wireless networks**

The New Electric World's presentation of "a world of wireless networks" gives a rapid overview of the technical breakthroughs in radio communication networks and provides, as an example, a demonstration of the potential mobility offered by the Bluetooth technology in Schneider Electric's Transparent Ready offer.

This revolution will have a considerable impact on user behavior by creating needs for new services. It will also represent a powerful driving force for innovation for industrial companies, which will have to respond to these expectations by building new wireless functions into their products.

#### **- Powerline communication**

A revolutionary concept, powerline communication technology uses the existing electrical network as a communication infrastructure to transport digital information. Each electric socket becomes an access point to the Internet network, which can be consulted by everyone everywhere. Just plug in and you have direct contact with the Internet.

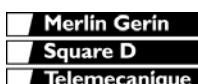
Schneider Electric sets out an offer of solutions based on 2 different architectures: the Local Electrical Network to distribute broadband information in a building and the Local Electrical Loop to complete the information highway infrastructure through secondary broadband networks. Simple and quick to implement, these solutions guarantee perfect data security.

Two demonstrations take visitors into this universe: a camera transporting video images and a telephone for voice transmission.

#### **- Communicating lighting with LEDs**

LED lighting is a new, solid state type of lighting, which offers Schneider Electric opportunities to develop new offers on its markets.

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## **Press Kit (3)**

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Today, Schneider Electric's strength lies in its ability to consider LED lighting not only as a standard light source, but also as a new device integrating intelligent functions.

More efficient than other types of lighting, LEDs can be used directly to transmit information through the light for command-control applications or to transport Voice Data and Images, particularly in buildings and in the residential sector.

Because LED's are able to provide light and to detect and transmit data, new detection systems will become available to propose solutions in process control or security, particularly in the Industry and Energy & Infrastructure markets.

### **- Micro-cogeneration**

Co-generation involves producing electricity and heat simultaneously. New technologies mean that producing a household-scale micro-cogenerator is now conceivable.

The technologies used are the gas engine, the Stirling engine, the fuel cell and new types of external combustion engines like the "Steamcell" developed by Enginion.

In the home, this micro-generator will resemble a boiler. It will be run on a fuel like gas, either via the mains or stored in liquid form in a tank.

### **The future is just a step away, as shown by Schneider with its concept of the office of the future.**

This concept is full of creative ideas. The work surface is fitted with recharge points for portable telephones; simply place the phone on one of these points and the battery will be charged by induction, without having to look for an available power outlet. The powerline communication application means that the computer has access to the local area network and Internet with a single connection. A mobile structure can be developed around the desk to provide privacy if required and the lighting's brightness and color can be adjusted...

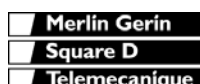
### **Services**

Four plasma screens show the service offering: online assistance, web help assistance, energy optimization, electrical installation optimization and continuity of electrical installations..

### **An area for fun and learning**

Applications demonstrate that Schneider Electric's products and solutions are present in daily life, anytime and anywhere: the opening and closing of a garage door or car park barrier or the scrolling control of advertising on hoardings on public highways. Video animations on LCD screens take visitors into the daily life of Schneider Electric applications in an amusing and entertaining manner.

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