

Press Release

Initi@tive 2007 in Nice: Schneider Electric presents a wide array of powerful automation solutions

Nice, 30 January 2007 – For the 12th edition of the Initi@tive trade fair, which takes place from January 30th to February 2nd 2007 at Nice, Schneider Electric plays host to 4,000 customers from the Mediterranean basin to the Baltic, from the Atlantic coast to the shores of the Black Sea.

For them, this private event is an opportunity to discover – through conferences, demonstrations or exhibition stands – the solutions, innovations and applications presented in the fields of energy efficiency and automation.

Initi@tive 2007 presents a wide array of automation solutions.

"Our automation solutions help our clients to sharpen their competitive edge and improve their productivity. Our local presence allows us to incorporate their needs into solutions which are fully tailored to and consistent with their requirements, thus contributing to their success to a greater extent," states Michel Crochon, Executive Vice-President Business Unit Automation.

1. Industrial automation: an active and offensive strategy

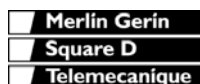
Schneider Electric has always actively contributed to developing its clients' industrial automation solutions:

- HMI-SCADA: following the takeover of DIGITAL in 2003, the acquisition of Australia's Citect in 2006 bolstered the group's position in this sector (data monitoring, control and acquisition).
- Creation of the "Automation" division in 2006, dedicated to industrial automation.
- With a view to future regulations, most of the Schneider Electric offering will be compliant with the European RoHS standards (Restriction of Hazardous Substances) from 2007. These standards seek to eliminate lead, mercury, cadmium, etc. from certain types of electrical and electronic equipment marketed in Europe.

2. Industrial automation solutions to meet client needs

By focusing on smart innovation, Schneider Electric provides solutions which can be tailored to requirements:

- Preferred Implementations: Schneider Electric offers its own specific approach to automation. This involves helping its customers to adapt tried-and-tested typical architectures to their needs and applications, rather than imposing completely integrated systems.



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It thus offers 11 architectures to its customers, each with a user guide to ensure a short commissioning time and optimise implementation.

There are two types of architectures:

- compact implementation: the automation systems are all in the same cabinet,
- distributed implementation: the automation systems are distributed and interface with each other remotely.

- **Solutions for machines and manufacturing processes:** by integrating specific core business features, they seek to optimise machines (packing, lifting machines, HVAC, lifts and escalators, conveyors, specialised vehicles) and processes (water treatment, agrifood, automotive, and incineration processes, security, Ethernet & web processes).

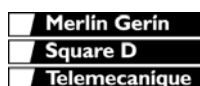
3. Innovations and performance offered by the new product ranges

Initi@tive is also an opportunity to discover new products, such as:

- **The new programmable Modicon M340 automation platform**, combined with Unity Pro: it helps to design and develop mid-size machines quickly by combining performance and compactness. Its flexibility significantly reduces programming time.
- **The new range of TeSys GV3 motor circuit breakers:** it incorporates patented EVERLINK technology for long-lasting connection quality. Advantages: it limits equipment maintenance costs generated by operations to tighten component electrical terminals. These operations are usually essential to avoid system shutdown from terminals becoming loose through machine vibrations.
- **The upgraded TeSys T system for managing and protecting motors:** it allows the customer to prevent motor starter malfunctions. By precisely analysing all the electrical parameters associated with motor starters (power, voltage, heating...), TeSys T reduces costs and maintenance time and helps to improve the functioning and security of a process.
- **UAG software:** it integrates a host of programmable automation systems and HMI/SCADA systems. Projects can thus be delivered faster and know-how can be reused. Automation programs can also be generated from application libraries.

4. Client accounts to illustrate solutions and new products including:

- **VEOLIA France:** standardization of the equipment on its booster stations (providing pressure to deliver water to taps).



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- **INHAUT AUTOMATION (Austria):** monitoring and automation of the process of an electricity power station fired on biomass.

The future is in your hands ... let's build it together!

About Schneider Electric

World leader in electrical distribution, automation & control, through its world brands Merlin Gerin, Square D and Telemecanique, Schneider Electric develops a global offer of products and services for the residential, building, industry, energy and infrastructure markets. In 2006, Schneider Electric's 105,000 employees generated turnover of € 13.7 billion through 13,000 sales outlets in 190 countries.

Schneider Electric

**Bringing the best of the New Electric World
to everyone, everywhere, at any time**



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