

EMEA1044

February 2009

Rockwell Automation Launches Web-HMI

FactoryTalk ViewPoint software displays fully scalable, animated Web applications from existing FactoryTalk View applications

In the same way that 7.5 million sports fans used Internet-capable devices to get up-to-the-second video and data streaming about their favorite teams during the 2008 Summer Olympics, manufacturers now can remotely monitor the plant-floor operations status using FactoryTalk ViewPoint software from Rockwell Automation. FactoryTalk ViewPoint software is one of the first commercially available, thin-client applications for manufacturing built using the new Microsoft Silverlight technology. The initial release extends visualization and real-time decision capabilities beyond FactoryTalk View clients to browser-based remote users.

FactoryTalk ViewPoint software supports fully scalable and animated Web displays of existing FactoryTalk View Site Edition (SE) visualization software and Allen-Bradley PanelView Plus applications from the office, home or on the road via any Internet browser. While the initial release is Internet Explorer (IE) compatible, additional browser and device support is planned. IE's active hyperlinks and the navigational functionality deliver an interactive experience in addition to typical browser functionality such as favourites, and forward and back navigation buttons.

“Mobility is increasingly important to manufacturers, creating a demand for access to FactoryTalk View applications from different devices,” said Mark Hobbs, product manager, Rockwell Automation. “FactoryTalk ViewPoint software allows managers, OEMs and system integrators to view and manage their production operations using nothing more than a Web browser from many compatible platforms.”

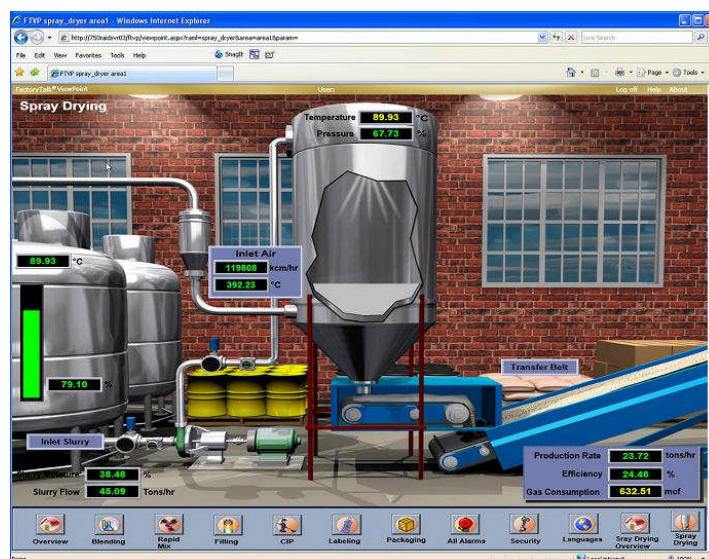
Initially offered as an add-on for existing FactoryTalk View customers, FactoryTalk ViewPoint software was developed using Microsoft Silverlight technology – the same technology used by NBC to air videos of the Beijing Olympics online.

“To meet the requirements of today’s mobile and remote users, we were eager to work with Rockwell Automation in developing FactoryTalk ViewPoint software based on Silverlight,” said Chris Colyer, global director of Manufacturing Operations Strategies at Microsoft Corporation. “Our work with the Beijing Olympics and NBC proved that Silverlight technologies can stream sharp, clear graphics in real-time over the Internet. Rockwell Automation takes Silverlight’s rich user experience to users on the plant floor, while providing crisp, live visual information on operations to enterprise users.”

Silverlight is a cross-browser, cross-platform plug-in delivering rich, interactive applications on multiple Web browsers and mobile devices. The plug-in loads and updates automatically, saving users time. Lacking the “big-server” needs of Terminal Services, FactoryTalk ViewPoint software lowers the total cost of ownership since no client software is needed to install or maintain the functionality.

An unrivaled user experience results from fully scalable graphic displays along with consistent HMI navigation. As the user clicks through the FactoryTalk View application, graphic objects display current values or operational states in real time. With navigational functionality mirroring today's most popular browser, users have the ability to easily establish "favourites" and quickly progress through screens with "forward" and "back" buttons.

"Manufacturers want to access and aggregate real-time production process information to drive factory visibility and intelligence," said Craig Resnick, research director, ARC Advisory Group. "HMI software that utilizes flexible, multifunctional, interoperable platforms and provides thin-client interfaces with other platforms is driving factory visibility and intelligence, as well as playing a major role in providing critical information for key performance indicators and plant-wide metrics. FactoryTalk ViewPoint software appears to fulfill that requirement, as well as complement the Rockwell Automation Integrated Architecture, tapping into a significant installed base of FactoryTalk View Site Edition visualization software and providing users with another tool for accessing critical plant-floor data."



FactoryTalk ViewPoint software adds to a number of existing Performance and Visibility applications already available with the FactoryTalk Integrated Production and Performance Suite. The software suite delivers comprehensive business benefits across six production disciplines common to most manufacturing operations. These scalable software applications are designed for tight integration with the Rockwell Automation Logix Control Platform and extensive connectivity to third-party and legacy systems.

Notes to editors

Rockwell Automation Inc. (NYSE: ROK) is a leading global provider of industrial automation power, control and information solutions that help manufacturers achieve a competitive advantage in their businesses. The company brings together leading global brands in industrial automation that include Allen-Bradley controls and services, and FactoryTalk ViewPoint Software Rockwell Automation

Allen-Bradley, FactoryTalk, PanelView and Rockwell Software are trademarks of Rockwell Automation Inc.

For further information, please contact:

	Rockwell Automation Ltd Pitfield, Kiln Farm MILTON KEYNES, MK11 3DR Tel 0870 242 5004 Fax 01908 839696 www.rockwellautomation.co.uk
Technical	John Gooday Email: jagooday@ra.rockwell.com
General	Andrea Burt E-mail: aburt@ra.rockwell.com
Sales Leads	UK Marketing Communications Specialist Rockwell Automation Ltd Pitfield, Kiln Farm Milton Keynes K11 3DR Tel 0870 242 5004 Fax 01908 839696 E-mail: ukmarketing@ra.rockwell.com
Issued by	Fisher Marketing Limited Grange Lodge

Market Square
Westerham, Kent, TN16 1AR

Tel 01959 564987 Fax 01959 565947

E-mail: tom@fishermarketing.co.uk

**An electronic version of this press release can be downloaded from our
press room at www.fishermarketing.co.uk**