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Rockwell Automation Opens European Competency Centre in Hamburg for Machine Builders

New OEM Competency Centre to become the central hub for machine builders from central, northern and eastern Europe and the Benelux countries, complementing the Southern region Competency Centre in Bologna, Italy.

Hamburg, Germany. 18 September 2008 - Rockwell Automation, a leading global provider of automation and information solutions, is investing in the northern German city of Hamburg with the opening today of its second European OEM Competency Centre.

Machine building companies can use the Centre to receive comprehensive specialised support for the development of their innovative applications. They can work together with one of the 35 'Rockwell Automation Global OEM Technical Consultants' (GOTCs), who are located across Europe, as well as with their personal customer service representative to discuss and elaborate their ideas for new designs. The Competency Centre also provides them with machines that have been set up specifically for simulation and testing purposes. This enables machine builders to identify any difficulties with new applications early in the planning and development phase, resulting in shorter development and design times and significant cost savings.

Development engineers in the machine building industry will also benefit from Rockwell Automation's OEM Competency Centre in that gives them an opportunity to familiarise themselves with the latest automation technologies. As a result, Rockwell Automation's team of specialists can help customers leverage the maximum value from their investments in automation technology.

The new Hamburg facility is available to machine builders from across Europe, specifically central, northern, and eastern Europe and Benelux . It complements the existing OEM Competency Centre in Bologna, Italy, which predominantly serves the entire southern European region. At the Hamburg OEM Competency Centre, Rockwell Automation is focusing on the packaging, process engineering, lamination and printing sectors, serving key industries like food and beverage production, life sciences and automotive.

“Machine building is one of Rockwell Automation’s core competencies, especially in the packaging industry as well as for material flow and warehousing systems,” said Burkhard Balz, director global OEM solutions EMEA at Rockwell Automation. “We generate a considerable proportion of our revenues in this area and continue to see good growth potential. Our OEM Competency Centers help machine building customers get the maximum return from our comprehensive range of automation and information technologies, giving them competitive and cost advantages on the global market. The new Competency Centre in Hamburg represents an important step forward in our strategy of establishing Rockwell Automation as the standard in machine building.”

The new Competency Centre in Hamburg offers machine builders the following machines and mechanical simulators with which they can test their own applications or advance their knowledge of current technologies.

- **Robotics:** Three types of robot are available - delta/pick and place, SCARA and linear. The robots are controlled via an Allen-Bradley GuardLogix safety controller and enable customers to familiarise themselves with various robotics applications. These include kinematics, where the robot is controlled via the PAC; the integration of safety into robotics using Rockwell Automation’s Logix platform; programming with RSLogix 5000; and applications for sizing, tuning, dynamics, and trajectory planning.
- **Linear motion demo:** provides complete information about Rockwell Automation’s ‘Direct Drive’ linear hub solution. Customers can build their own axes with linear motors; implement a standard solution from Rockwell Automation’s MP Series; or design a customised solution in collaboration with Rockwell Automation.
- **Process control demo** - offers machine builders the opportunity to learn about Rockwell Automation’s end-to-end automation and information system, making it considerably easier for them to migrate from an existing DCS solution. Technical equipment includes a fully operational control room with a cabinet, server and client PCs, as well as a batch process simulator with two reactors and a web-based eProcedure interface. The equipment includes the complete integration of RSLogix 5000, FactoryTalk ViewStudio and FactoryTalk AssetCenter software solutions from

Rockwell Automation, as well as a HART-enabled transmitter application from Endress+Hauser, a Rockwell Automation partner.

- **Integrated Architecture demo wall:** includes Rockwell Automation's entire integrated range of solutions, comprising the Logix control platform, industrial networking solutions, visualisation systems, and FactoryTalk information solutions which bridge the gap between production and business systems.
- **Machine builder demo racks:** where Rockwell Automation specialists provide help and advice on the manual tuning of servo systems. The demos cover the application areas of resonant load; winding/unwinding; vertical load; crank; and rotary knives.

With its motto "Take a closer look", the new OEM Competency Centre in Hamburg is well-equipped to support Rockwell Automation's machine builder customers. In addition, the Centre will also be used regularly for technology-related events as well as customer-related application workshops.

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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 Rockwell Software factory management software. Headquartered in Milwaukee, Wis., the company employs about 20,000 people serving customers in more than 80 countries.

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