

**For immediate release**

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## **EMERSON GLOBAL USERS EXCHANGE DRAWS RECORD ATTENDANCE**

Wireless, cyber security, asset reliability and optimization major focus of annual event

AUSTIN, TEXAS (October 26, 2006) -- More than 2,100 people from 48 countries, all of them decision makers in the automation industry, attended the 2006 Emerson Global Users Exchange in Nashville, which was held Oct. 2-6 at the Gaylord Opryland Resort and Conference Center. This year's conference was themed "Learn, Lead and Unleash," and, as always, was put on by Emerson's dynamic community of users.

Emerson Global User Exchange has been recognized as one of the premier user events for process automation in the world. The five-day conference has been characterized as providing excellent user presentations, industry-specific sessions, topical management roundtable discussions, and a large trade-show size exhibit area.

The conference combines extensive networking opportunities and knowledge sharing through educational presentations in a relaxing and friendly environment. Users are given an opportunity to see and discuss Emerson Process Management's product technology roadmaps, participate in hands-on demonstrations, attend short courses, and learn how peers are tackling the challenges of improving business performance.

"The Emerson Exchange offers opportunities to everyone who attends, from the plant manager to the technician," according to James Cook, process control engineer, Degussa Corporation and 2006 Chairman of the Emerson Exchange. "With user participation in every Industry Business Forum, Management Roundtable, short course and workshop, it is the premier conference by far. Users share the good and the bad, all to improve the bottom line of their businesses and to grow as individuals. Everyone leaves with something that makes them better at what they do--that is what the Exchange is all about."

Developed under the guidance of a 16-member Board of Directors and a five-member Advisory Board, the conference's five-day agenda is largely developed by users for users. Twenty-three short courses were available this year, four of which were taught by Emerson's Education Services professionals and provide Continuing Educational Units (CEUs).

### **Plenty of Learning Opportunities**

This year's Emerson Global User Exchange received nearly 500 abstract submissions to fill 300 workshops in 11 technical and business tracks. When the workshops are combined with the management roundtables, product roadmaps, short courses, and industry business forums, attendees have plenty of opportunities to share and to learn.

But learning is a two-way street, and Emerson Global User Exchange provides users with an opportunity to not only learn about the direction Emerson intends to take, but to lend direct input into those roadmaps during candid conversations with a host of Emerson product managers in attendance. The result is an open and meaningful exchange that leads to innovative products and solutions that are designed using defined and identified customer requirements.

Three of the many innovations and key issues presented and discussed at this year's Emerson Global User Exchange were wireless field instruments, cyber security, and asset reliability and optimization.

Emerson's new [Smart Wireless](#) in-plant solutions were also a major focal point of discussion. The Smart Wireless solutions were designed based on user input that Emerson received throughout the development cycle, and have been field-proven through extensive user trials. While they learned about Smart Wireless, conference attendees could also take advantage of 17 workshops on wireless technology. What made several of these workshops especially attractive for users was the fact that the presenter was one of the users who was directly involved in the development and field trials of what eventually became Smart Wireless.

Cyber security workshops, a topic that was hardly even noticed by attendees three years ago, were both abundant and well attended at this year's Emerson Global User Exchange, reinforcing the notion that installing a firewall simply isn't enough to protect automation systems from being used to attack communities, employees, and plant assets.

Asset reliability, which is critical to achieving asset optimization, was the third area generating significant interest at this year's Emerson Global User Exchange. Asset reliability presentations ranged from the significant benefits achieved by applying better calibration practices, to designing for maintainability, to locating diagnostic information in a sea of data. Attendees had 22 workshops covering asset reliability and 23 workshops covering asset optimization from which to choose.

Additional learning opportunities abounded in the more than 45,000 square feet of Exhibitor Booths. Besides the presence of products and services from Emerson Process Management, 43 other exhibitors provided users opportunities to examine the latest in calibration, termination, engineering tools, power supplies, and much more.

## **About Emerson Process Management**

Emerson Process Management ([www.EmersonProcess.com](http://www.EmersonProcess.com)), an Emerson business, is a leader in helping businesses automate their production, processing and distribution in the chemical, oil and gas, refining, pulp and paper, power, water and wastewater treatment, food and beverage, pharmaceutical and other industries. The company combines superior products and technology with industry-specific engineering, consulting, project management and maintenance services. Its brands include PlantWeb®, Fisher®, Micro Motion®, Rosemount®, Mobrey®, Daniel®, Bristol®, DeltaV™, Ovation®, and AMS™ Suite.

## **About Emerson**

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