



*Setting the Standard for Automation™*

# Driving an Open, Consensus Industry Standard

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Standards

Certification

Education & Training

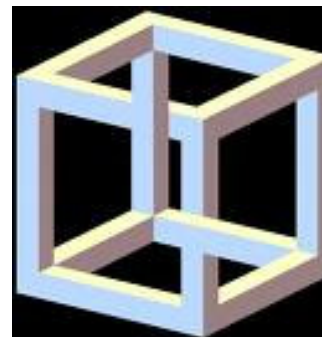
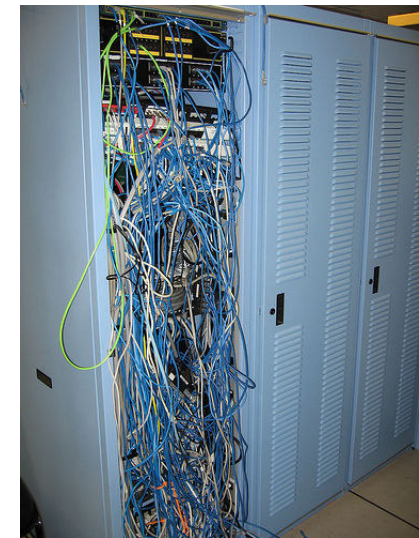
Publishing

Conferences & Exhibits

## *Why* do end-users want wireless?

### *A variety of reasons*

- Faster installations
- Save wiring costs
- Installations that are impossible with wired devices



## **What** do end-users want in a wireless system?

- Reliability
- Security
- Power consumption / battery life
- Standards
- Flexible
- Scalable
- Ease of use



Bla, bla, bla – you have heard this before

# What we REALLY want?

- To make money for our companies!



Rich Wireless Engineer

- To improve safety for our employees



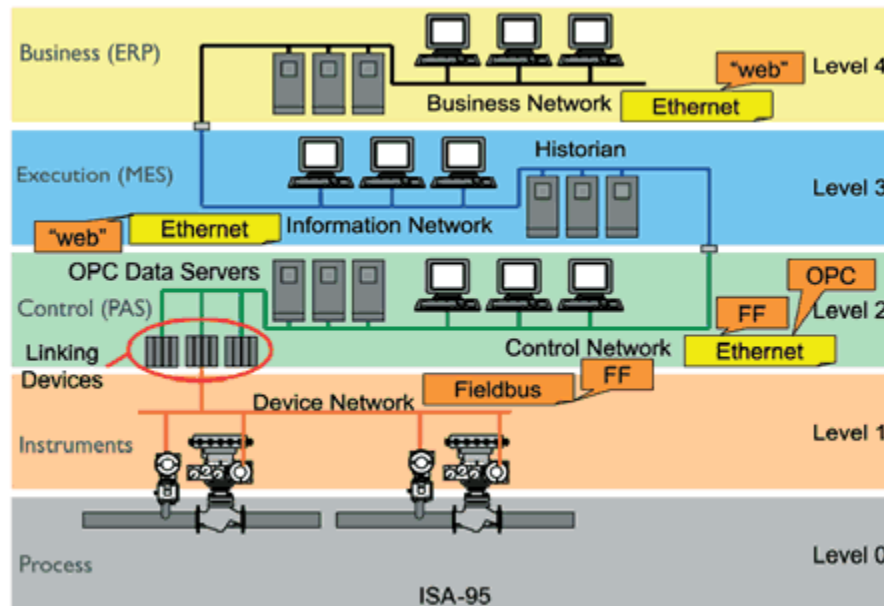
# How do we do this with wireless?

- *Installed cost* of the wireless technology needs to be *more than competitive* with wired technologies
  - 4 to 20 mA
- Specialized installations like nuclear power plants alone will not drive costs to be competitive



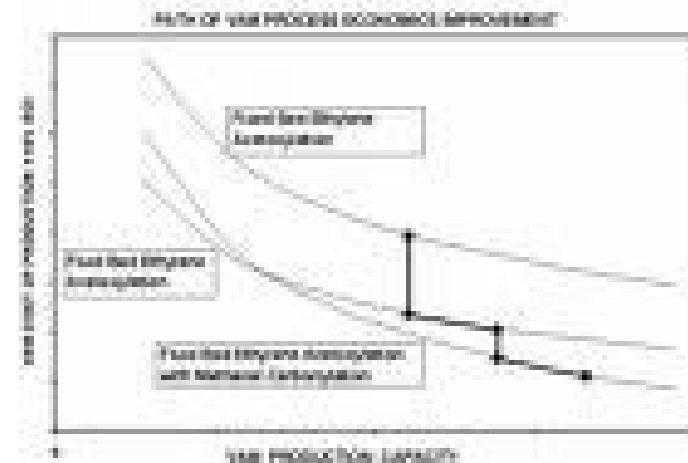
# Why are standards important to the end-user?

- Because without them the *price* for wireless will not be acceptable to the masses
- How many *fieldbus* instruments are actually out there?



# The real reason end-users *need* wireless standards

- Keep costs of systems down
  - Ensure competition
  - Large market, economy of scale



# Our interests as common end-users

1. Many manufacturers making standardized equipment...
2. Driving costs down for the end-user...
3. Driving application rates up...
4. Driving costs down...



**Free market trade**



# Competition

- Some manufacturers welcome this
- Some are scared to death

*Where are you?*



# Questions?

