

ISA EXPO 2009 Press Conference Schedule

6 October

Hours: 10:00 a.m.—4:00 p.m.

- 10:00 -10:30
Topic: **Apprion**
Customer implementation, (Chemical Plant)-New customer and innovative wireless implementation
Contact: Sarah Prinster at sarah.prinster@apprion.com or (650) 934-5727
- 10:30 -11:00
Topic: **exida**
Launch of a groundbreaking new program for safety and security certification of automation personnel and equipment.
Contact: Todd Stauffer at tstauffer@exida.com or (215) 453-1720
- 11:00 -11:30 **Blocked for Keynote Address**
- 11:30 -12:00 **Blocked for Keynote Address**
- 12:00 -12:30
Topic: **Keynote Press Conference**—John Hofmeister, Citizens for Affordable Energy
Contact: Diana Espitia at diana.espitia@jkhgroup.org or (713)-405-1399
- 12:30 -1:30
Topic: **ARC**
Following an informal buffet lunch (in the ISA press conference room), ARC analysts will update the media on the current economic environment for automation suppliers and users, followed by an overview of ARC's Asset Lifecycle Management initiative and its importance in the context of the current environment.
Contact: Paul Miller at pmiller@arcweb.com or (781)-471-1141
- 1:30-2:00
Topic: **ARC**
Journalists are invited to join ARC and ISA executives for a media tour of the ARC ALM Pavilion.
Contact: Paul Miller at pmiller@arcweb.com or (781)-471-1141
- 2:00-2:30
Topic: **HART Communication Foundation**
R. HART Communication and update on WirelessHART technology
Contact: Irina Kadukova at irinak@hartcomm.org or (512) 794-0369

-2:30-3:00
Topic: **ILS Technology**
ILS Technology Introduces NEW deviceWISE(tm) Integration Appliance "Device Gateway"
Contact: James Wert, Product Line Manager at
jwert@ilstechnology.com or +1 (561)-504-3452

-3:00-4:00
Topic: **Senscient, Inc**
Introduce and explain Enhanced Laser Diode Spectroscopy (ELDS) from Senscient Inc.
Contact: Dawn Spencer at dawnspencer@senscient.com or (832)-876-8260

7 October

Hours: 10:00 a.m.–4:30 p.m.

-10:00-10:30 **Blocked for Keynote Address**

-10:30-11:00 **Blocked for Keynote Address**

-11:00-11:30
Topic: **AVEVA Group plc**
AVEVA unveils instrumentation product to enhance AVEVA Plant.
Contact: Jennifer Mussman at
Jennifer.Mussman@edelman.com or (312)-233-1244

-11:30-12:00
Topic: **Unified Control Technology**
New Advanced Process Control Technology
Contact: Din Attarwala at din@unified-control.com

-12:00-12:30

-12:30-1:00

-1:00-1:30
Topic: **Hach Company**
To announce and demonstrate the launch of sc1000 Software v3.0 featuring MODBUS TCP/IP and GPRS.
Contact: Carolyn Dallas, Marketing Communications Manager at (970) 237-0702

-1:30-2:00
Topic: **Iconics, Inc.**
The latest in HMI/SCADA Software Solutions.
Contact: Sabine Zimmer at sabine@iconics.com or (508)-543-8600

-2:00-2:30

-2:30-3:00
Topic: **Servomex**
Servomex showcases the new Servomex LASER analyser range alongside partner Norsk Elektro Optikk which showcases the LaserGas III
Contact: Peter Gumm at pgumm@servomex.com or +44 (0)1892 603269

-3:00-3:30

-3:30-4:00
Topic: **ISA**
Automation Week with Kim Miller Dunn, Gerald Cockrell, and Nelson Ninin
Contact: Kim Miller Dunn at Kim.Dunn@emerson.com or (949)-757-8545

-4:00-4:30

8 October

Hours: 10:00 a.m.–2:00 p.m.

-10:00-10:30 **Blocked for Keynote Address**

-10:30-11:00
Topic: **Servomex**
Servomex showcases new product offerings, including launch of new integrated solutions business unit
Contact: Peter Gumm at pgumm@servomex.com or +44 (0)1892 603269

-11:00-11:30

-11:30-12:00

-12:00-12:30

-12:30-1:00

-1:00-1:30

-1:30-2:00