

## AVEVA Unveils Instrumentation Product at ISA Expo to Enhance AVEVA Plant

**HOUSTON (July 15, 2009):** AVEVA Group plc (LSE:AVV), an engineering IT software provider, will launch a new and upgraded AVEVA product solution, AVEVA Instrumentation, at the ISA Expo 2009, October 6-8 in Houston.

An important addition to the AVEVA Plant portfolio, AVEVA Instrumentation is a feature-rich suite of integrated applications for the efficient specification, design and maintenance of all plant instrumentation and control systems. AVEVA Instrumentation is suited to the needs both of plant Engineering, Procurement and Construction (EPC) contractors and of Owner Operators (OOs), providing a complete lifecycle solution. It can be used as an effective stand-alone product, or integrated with other AVEVA applications.

"Instrumentation is an important addition to our product range and with this new technology we will be able to leapfrog existing competitor products to offer customers the very latest technology which is also integrated with the powerful AVEVA database," commented Richard Longdon, CEO, AVEVA.

AVEVA's unique Integrated Engineering and Design approach incorporates all plant engineering and AVEVA PDMS 3D design data within a single AVEVA model database. This approach will be further strengthened with the launch of this new product - AVEVA Instrumentation for plant solutions. No additional foundation software is needed. The data is fully controlled, and can be used across all phases of engineering and design supporting fast, error-free design of a plant.

To support the product launch, AVEVA has invested in exhibiting at the ISA Expo and serving as a premier sponsor of the ARC Pavilion at the conference. The pavilion will host an Asset Lifecycle Management (ALM) Knowledge Exchange and Technology Showcase that will include a series of educational workshops and presentations by ARC analysts, end users and leading technology suppliers.

"We're honored to have AVEVA as a Premier Sponsor of the ARC ALM Knowledge Exchange at the ISA Expo and to have them launch their new instrumentation tool at our Pavilion Workshop," said Russ Novak, Research Director Enterprise, ARC Advisory Group. "AVEVA is a leading technology supplier in asset lifecycle management, and we believe attendees will greatly benefit from AVEVA's educational demo provided at the Pavilion during the show."

Visit AVEVA at booth number 2649 at the ISA Expo to see the Integrated Engineering and Design approach of AVEVA Plant including, its new product AVEVA Instrumentation. For more information, visit [www.aveva.com](http://www.aveva.com).

### **Media Contacts:**

Jennifer Lozier  
 Head of Marketing for AVEVA Americas  
 AVEVA Inc.  
 Tel: (832) 204-5597  
[Jennifer.Lozier@aveva.com](mailto:Jennifer.Lozier@aveva.com)

**PRESS RELEASE**

Jennifer Mussman  
Edelman  
Tel: (312) 233-1244  
[Jennifer.Mussman@edelman.com](mailto:Jennifer.Mussman@edelman.com)

**About AVEVA Group Plc**

AVEVA is trusted around the world to deliver engineering IT solutions with strategic value to leading companies in the plant and marine industries. For further information please visit [www.aveva.com](http://www.aveva.com) or [www.aveva.com/ednotes](http://www.aveva.com/ednotes)

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Founded in 1986, ARC Advisory Group ([www.arcweb.com](http://www.arcweb.com)) is the leading research and advisory firm for manufacturing, energy, and supply chain solutions. Coverage of technology from sensors and automation to production, design, and business systems makes ARC Advisory Group the go-to firm for manufacturers around the world.

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