Get answers to some of the toughest questions facing your industry today

Make plans now to attend all or part of the no-cost Siemens Answers for Industry Conference in Charlotte, NC

June 8 - 9, 2010 • Charlotte Convention Center

Join us at the Siemens Answers for Industry Conference and learn how energy efficiency, automation, and services are transforming businesses large and small, government agencies, industrial facilities, and financial and educational complexes.

Who should attend

Anyone who wants to enhance their competitiveness through efficient manufacturing, green buildings, and renewable energy, from end-users, manufacturers, architects, consultants, system integrators, electrical contractors to EPCs and OEMs.

Networking opportunity

Take the opportunity to network with Siemens product managers and technology experts, partners, distributors, and senior executives about the specific challenges facing your organization.

Choose from over 30 seminars

Customize your personal agenda with seminars led by industry experts and focusing on technologies, best practices and emerging trends. All are designed to equip you with the knowledge and strategies to help you enhance your company's competitiveness. All offer educational credits.

Hands-on 12,000 sq. ft. Technology Showcase

Looking for actionable ideas that can help you in your job today? The Siemens Technology Showcase provides an informal, hands-on opportunity to explore leading-edge technologies from an industry leader.

No cost to attend, but registration is required

There is no cost to attend any or all of the Answers for Industry Conference, but advance registration is required.

Register today at:
www.usa.siemens.com/answersevent

Answers for Industry Conference

Enhancing competitiveness through efficient manufacturing, green buildings, and renewable energy

www.usa.siemens.com/answersevent

SIEMENS

Tuesday, June 8 agenda

Create your individual event experience by selecting the seminars and showcase times that best fit your needs.

Showcase is open	8:30 a.m.	Showcase opens			
	9:00 a.m. – 10:30 a.m.	Attaining a Return on Investment from a Power Monitoring & Control System	Understanding the Value of Totally Integrated Automation	Understanding PROFIBUS, PROFINET, and PROFIenergy – The New Application Profile for Saving Energy	Leveraging Instrumentation for Process Improvements in Aggregates, Cement, and Minerals
	11:00 a.m. – 12:30 p.m.	Exploring Distributed Power and Totally Integrated Power	Introducing Web Server technology in automation	Driving Smart: Energy and Cost Savings Using Drives Technology	Applying Instrumentation and Analytical Solutions for Water Management
	12:30 p.m. – 2:00 p.m.	Lunch and networking in the showcase			
	2:00 p.m. – 3:30 p.m.	Understanding Selective Coordination	Introducing the "SIMATIC S7-1200 Innovation Tour"	Specifying Electric Motors with Emphasis on Maximizing Efficiency	Case Study: Leveraging Operational Savings and Improving Compliance in Orlando Water Reclamation
	4:00 p.m. – 5:30 p.m.	Case Study: Increasing Uptime and Productivity	Implementing an Efficient Wireless Ethernet Network	Maximizing Your Motor and Drive Investments with Preventive Maintenance	Deploying Best-Practice Approaches for Facility Energy Management
	5:30 p.m. – 6:30 p.m.	Networking Reception in the Showcase			

9:00 a.m. – 10:30 a.m.

Attaining a Return on Investment from a Power Monitoring & Control System

In this seminar, the elements of a power monitoring system will be discussed and how the "power" of the system is in the information it provides the user. Real-life case studies and customer systems will be covered to provide the attendee an idea of how to use a power monitoring system to save power, time and money and attain a return on their investment in the system.

Understanding the Value of Totally Integrated Automation

This seminar introduces you to the Totally Integrated Automation approach to updating your facility. Make changes today that pay off quickly. You'll learn the core products of Totally Integrated Automation and how the family of products brings value and return on investment.

Understanding PROFIBUS, PROFINET, and PROFIenergy – The New Application Profile for Saving Energy

This seminar will provide an overview of PROFINET and show how the PROFINET application profile, PROFIenergy, makes it easy to configure your equipment to save energy (and money) by reducing energy consumption and demand.

Leveraging Instrumentation for Process Improvements in Aggregates, Cement, and Minerals

Use instrumentation to improve your process. Learn about the use and application of various process instruments in the Agg/Minerals/Cement Industries. Primary topics will include Level, Flow, and Weighing. We will review specific application examples in the industry and the value that proper application brings to your business.

11:00 a.m. – 12:30 p.m.

Exploring Distributed Power and Totally Integrated Power

This session will explore what distributed power and Totally Integrated Power mean to your bottom line. It will also explore what distributed power means to your real cost of installation and hardware including reducing your installed copper and conduit by 90% or more.

Introducing Web Server Technology in Automation

Programmable Automation Controllers (motion controllers) with embedded Web servers are no longer a 'bell and whistle;' now, they are a cost saving tool. Participants in this session will learn how SIMOTION, Siemens Motion Controller, is leading the industry in web-server functionality – reducing operational costs by eliminating the need for end-users to buy expensive engineering software and attend weeks of training. Attendees will also understand how it saves OEMs time and money by eliminating the need for an onsite visit with every firmware update, project update, or troubleshooting request.

Driving Smart: Energy and Cost Savings Using Drives Technology

Participants in this session will learn how to optimize cost savings with state-of-the-art drive technology and premium efficiency motors. Attendees will see that variable frequency drives allow more efficient control processes than ever before. Many even have the potential to return energy to the power grid through their regenerative capability, further reducing their ROI.

> *"Fantastic, simply fantastic."*
>
> – Long Beach attendee

Applying Instrumentation and Analytical Solutions for Water Management

Adopt a single-source strategy that combines process know-how with the matching instrumentation. This combined approach helps you achieve safety and water quality demands for water and wastewater applications. ⚙⚙

2:00 p.m. – 3:30 p.m.

Understanding Selective Coordination

This seminar will explain what Selective Coordination is, how to achieve it, and how to better protect yourself from liability. The presentation is technical in nature, and will help the engineer, designer and design-build contractor meet the 'new' requirements of the NEC. ⚙⚙⚙

Introducing the "SIMATIC S7-1200 Innovation Tour"

What is the driving force behind success in today's automation? Besides keeping cost as low as possible, the driving force in today's marketplace is engineering time. An idea must be developed into a marketable product as quickly as possible. This means engineering time must be reduced, operations simplified and automation systems must be reusable and flexible. Moreover, your investment must be secured in the long term. Attend the SIMATIC S7-1200 Innovation tour to find out how to stay ahead of your competition on these high demands. ⚙⚙

Specifying Electric Motors with Emphasis on Maximizing Efficiency

Recent legislation has defined more aggressive efficiency standards for electric motors. Participants in this session will learn:

- How to specify NEMA and Above NEMA motors to meet your application's new efficiency requirements
- How to make decisions regarding performance characteristics and factors that affect ease of maintenance, such as degree of protection
- How to choose the minimum suitable motor and evaluate various potential costs to determine whether increased protection or optional features for optimizing performance are optimal ⚙⚙

Case Study: leveraging Operational Savings and Improving Compliance in Orlando Water Reclamation

Case Study: Learn how the City of Orlando reduced operating costs and improved their compliance record, and paid for projects with operational savings. Since the early 1990s, the Iron Bridge Water Reclamation Facility has reduced the TOTAL cost of operation from $1.50+ per 1000 gallons to nominally $0.87 per 1000 while producing an average non-detectable cBOD and TSS with 1.2 Total Nitrogen, 0.2 Total Phosphorus without chemical addition, while increasing its rated capacity 250%. The city improved compliance from 1 Notice of Violation per month in the late 90s to 1 about every three years in this decade. They achieved this through automation and process control that literally paid for itself through operating cost reduction in the 9 year span of projects. ⚙⚙

4:00 p.m. – 5:30 p.m.

Case Study: Increasing Uptime and Productivity

Learn how a customer used both Totally Integrated Automation and Totally Integrated Power to increase their productivity and help control their energy costs. All aspects of a solution, including Control, Network, HMI, and Motor Management play a key role in minimizing downtime. This solution focuses on how the capabilities of SIMOCODE pro, SIKOSTART Reduced Voltage Solid State Starters, Smart MCC, Variable Frequency Drives, and WL Circuit Breakers worked together to achieve this goal. ⚙⚙

Implementing an Efficient Wireless Ethernet Network

In this session you will learn about the fundamental differences between wireless protocols, setting up and configure wireless architectures, implementing an industrial wireless LAN based on the IEEE 802.11 standard, controlling data traffic between internal and external networks, and protecting them from unauthorized access and unnecessary communication loads. ⚙⚙

Maximizing Your Motor and Drive Investments with Preventive Maintenance

Session participants will learn how a preventive maintenance agreement helps optimize the reliability of their drives and motors, while also protecting their investment. Proper maintenance, priority access to a local network of Siemens field service technicians, and a proactive approach to upgrades are just a few of the features reviewed during this session. ⚙

Deploying Best-Practice Approaches for Facility Energy Management

Energy plays a part virtually everywhere in your plant – from the smallest device, to the largest drive, and through all of the processes in between. As businesses focus more and more on reducing energy costs, understanding and addressing your energy use becomes mission critical. This seminar focuses on best practice approaches and case studies that will help you save energy throughout your plant. ⚙

"Accessibility to Siemens subject matter experts and the quality of the content of each session was above expectations."

– Washington, DC attendee

Recommended Seminar Sessions

To help you optimize your time and get the information you need, see page 6 for recommended tracks.

⚙ Denotes degree of technical content, ⚙⚙⚙ is the most technical.

Wednesday, June 9 agenda

Create your individual event experience by selecting the seminars and showcase times that best fit your needs.

Showcase is open	8:30 a.m.	Showcase opens			
	9:00 a.m. – 10:30 a.m.	Green Board Rooms and Green Buildings: A Perspective from Corporate America	Optimizing Food and Beverage Operations with Totally Integrated Automation	Understanding Your Perfect Harmony Drive's Capabilities and Troubleshooting Tools	Reducing Arc Flash Hazards – New Technology
	11:00 a.m. – 12:30 p.m.	Leveraging Renewable Energy Solutions	Case Study: Migration and HMI Modernization	Exploring Safety in Motion with Drives	Implementing Innovative Power Distribution Solutions
	12:30 p.m. – 2:00 p.m.	Lunch and networking in the showcase			
	2:00 p.m. – 3:30 p.m.	Capturing Solar Energy Through Inverter Technologies	Introducing the "SIMATIC S7-1200 Innovation Tour"	Deploying Process Instrumentation and Analytics for Emissions Control	Improving Process Safety
	4:00 p.m. – 5:30 p.m.	Keeping It Simple While Maximizing Returns: Automation in Aggregate Facilities	Improving Safety and Availability for Your Burner Management Systems	Understanding Modern Safety PLCs and Current Safety Standards	Improving Connectivity Through Industrial Networks
	5:30 p.m. – 6:30 p.m.	Networking Reception in the Showcase			

9:00 a.m. – 10:30 a.m.

Green Board Rooms and Green Buildings: A Perspective from Corporate America

Siemens, in conjunction with McGraw Hill Construction, published The Greening of Corporate America SmartMarket™ Report in 2007. The research focused on investigating key attitudes and trends in America's corporate boardrooms and to gain an understanding of how concepts of green and green building are woven into corporate strategy as a driver of innovation and long-term shareholder value. Now, in exceptionally challenging economic times, the study was revisited to investigate how far corporate America has come in the adoption of sustainability and to assess the impact of today's economic conditions on their progress. The results are revealing, and the study's findings confirm our belief that the leaders of our country's largest and most influential organizations are firmly committed to sustainability as a strategic imperative. Their commitment—to use resources more efficiently, to reduce the impact of their facilities and operations on the environment, and to attract and retain the best employees—is clear. During the session, we will share details of the 2009 Greening of Corporate America research findings that highlight the significant progress that industry leaders have made towards achieving sustainability.

Optimizing Food and Beverage Operations with Totally Integrated Automation

Learn to reduce cost, increase margin and maximize productivity in both primary food production and secondary packaging operations. Using the power of TIA customers will learn how integrated operations, maintenance and track/trace systems and energy monitoring can positively impact their business.

Understanding Your Perfect Harmony Drive's Capabilities and Troubleshooting Tools

Designed for owners of the Siemens Perfect Harmony Drive, and anyone interested in a high performance drive, this course provides insight on how to maximize the potential of the world's leading medium-voltage VFD. In addition to reviewing fundamentals of the Perfect Harmony Drive, discussions will also include power electronics and controls. Participants will discover how to perform troubleshooting and diagnostics using two software programs embedded in Siemens Tool Suite. Conducted by Siemens expert trainer for medium-voltage drives, this course allows ample time for Q&A. Attendees will walk away with practical knowledge of how to get the most out of the Perfect Harmony Drive.

Reducing Arc Flash Hazards – New Technology

Protect yourself and your staff by learning the proper steps to deal with the dangers of arc flash. This Arc Flash Solutions Seminar examines primary causes of arc flash, industry standards and regulations (OSHA, NEC, NFPA-70), arc flash protection boundaries, and hazard risk categories for PPE. In addition, you'll learn the importance of arc flash studies, and why it is so important to take the right steps to protect your employees.

11:00 a.m. – 12:30 p.m.

Leveraging Renewable Energy Solutions

Part one of this seminar: Tapping into Solar and Renewable Trends, will teach you how to leverage the benefits of renewable energy. We'll review the complete value chain for Siemens renewable energy solutions. The main focus will be an overview of the solar market including polysilicon, cell and module production, and field installation. We will cover the three main sections of the solar industry including crystalline, thin film and concentrated solar. Part two of this seminar: Leveraging Innovative Technologies for Solar and Renewables gives you a close-up look at Siemens standard solutions and products. Partner companies involved in the production of solar modules and solar installations will give presentations that detail how solar projects are put together.

Case Study: Migration and HMI Modernization

See how one customer achieved a 92% reduction in overall project execution with 50% engineering savings through migration from legacy SCADA systems to WinCC. The result:

faster time to market. Review a complete range of visualization software products, including panel level configuration software, PC-based machine level visualization, and process diagnosis to multi-user SCADA-systems. ⚙⚙

Exploring Safety in Motion with Drives

Participants in this session will learn how drive-based Safety Integrated functions lower a machine or process's total cost through:

- Minimizing the number of components required for a safety system
- Reducing the labor needed to construct and engineer a traditional safety system

Participants will understand how these benefits address today's machine control safety standards, delivering increased machine uptime and improved safety compliance. ⚙⚙

Implementing Innovative Power Distribution Solutions

Electrical infrastructure is not just gray boxes anymore. Join us as we share our innovations and vision of electrical infrastructure, and learn how you can take advantage of new technology today. We will illustrate how our products continue to add more value to your process, while helping to reduce energy costs and improve your bottom line. Get ahead of the curve on electrical industry trends, and learn how Siemens is your total solutions partner. ⚙⚙

2:00 p.m. – 3:30 p.m.

Capturing Solar Energy Through Inverter Technologies

Capturing Solar Energy and using it to reduce your consumption from the local electric company demands planning. Join the power conversion team for a quick look at appropriate inverter technology to help you do the job right. We'll cover evolution of inverters in the solar industry, the current market requirements (technology) including Anti-islanding, Maximum Power Point Tracking, and Voltage Monitoring. ⚙

Introducing the "SIMATIC S7-1200 Innovation Tour"

What is the driving force behind success in today's automation? Besides keeping cost as low as possible, the driving force in today's marketplace is engineering time. An idea must be developed into a marketable product as quickly as possible. This means engineering time must be reduced, operations simplified and automation systems must be reusable and flexible. Moreover, your investment must be secured in the long term. Attend the SIMATIC S7-1200 Innovation tour to find out how to stay ahead of your competition on these high demands. ⚙⚙

Deploying Process Instrumentation and Analytics for Emissions Control

Improve your knowledge about environmental monitoring and how it may impact your plants. Monitoring is a requirement, and prevention of fines and reducing product loss are the primary drivers. We'll help you understand how to meet regulations as part of your overall approach to management. We have been helping our partners meet their environmental objectives for decades. Hear from our experts about how you can find the right economical solution for your facility. ⚙⚙⚙

Improving Process Safety

Improve your knowledge on process safety standards while following the defined steps in the safety life-cycle. Hear from process safety experts as they demonstrate proven techniques that will help you reduce risk and comply with safety standards. ⚙⚙

4:00 p.m. – 5:30 p.m.

Keeping It Simple White Maximizing Returns: Automation in Aggregate Facilities

Learn how to maximize functionality while minimizing complexity, resulting in the best possible cost/benefit ratio and lowest overall Total Cost of Ownership. Maximize functionality: leverage the intelligence in control devices and networks. Choosing holistic design that amplifies benefits of individual devices. Minimize Complexity: Keep device count to a minimum and documentation requirements minimal. Use repeatable designs to lower cost and ease troubleshooting. Reduce wiring; simplify HMI design. Examples of cost/benefits and total cost of ownership. ⚙⚙

Improving Safety and Availability for Your Burner Management Systems

With the recent approval and release of the ISA S84 Technical Report TR.84.00.05, Guidance on the identification of safety instrumented functions in burner management systems, many are wondering how this will impact the way they design, engineer, operate and maintain their burner management systems. This presentation will discuss how both NFPA 85 (Boiler and Combustion Systems Hazards code) and NFPA 86 (Standard for Ovens and Furnaces) can be improved by incorporating the new ISA technical report. ⚙⚙

Understanding Modern Safety PLCs and Current Safety Standards

Advances in Programmable Logic Controllers (PLCs) now allow for safety technology to be integrated in the standard automation, resulting in less engineering expenditures and increased availability. Known as Safety PLCs, these integrated control systems have made huge inroads in how safety is being accomplished in machine control today. However, many users of safety relay safety circuits are apprehensive about moving to safety PLCs. Come to this seminar and see how Safety PLC's can cut engineering cost, decrease downtime, and make compliance easier to US and International Standards. ⚙⚙

Improving Connectivity Through Industrial Networks

Make the right networking decisions today that pay off in process and productivity improvements. Industrial Ethernet makes it easier to monitor, troubleshoot devices – locally or remotely – and improve and maintain a plant network. Ease of implementation, improved fault tolerance, and improved performance of the automation network are benefits of introducing new networking solutions. ⚙⚙

> *"The issue that Siemens is driving here is helping customers control costs."*
>
> – Washington, DC attendee

⚙ Denotes degree of technical content, ⚙⚙⚙ is the most technical.

Recommended seminar sessions

To help you optimize your time at the Siemens Answers for Industry Conference, and get the information you want, we have summarized the seminars being offered below based on vertical industry and technology. When planning your personalized seminar schedule, please allow time in your schedule to experience the hands-on Answers for Industry Showcase.

Automation

Tuesday June 8, 2010
- Understanding the Value of Totally Integrated Automation, 9:00 a.m. – 10:30 a.m.
- Understanding PROFIBUS, PROFINET, and PROFIenergy – The New Application Profile for Saving Energy – 9:00 a.m. - 10:30 a.m.
- Leveraging Instrumentation for Process Improvements in Aggregates, Cement, and Minerals – 9:00 a.m. - 10:30 a.m.
- Introducing Web Server Technology in Automation – 11:00 a.m. - 12:30 p.m.
- Applying Instrumentation and Analytical Solutions for Water Management – 11:00 a.m. - 12:30 p.m.
- Introducing the "SIMATIC S7-1200 Innovation Tour" – 2:00 p.m. - 3:30 p.m.
- Case Study: Leveraging Operational Savings and Improving Compliance in Orlando Water Reclamation – 2:00 p.m. - 3:30 p.m.
- Implementing an Efficient Wireless Ethernet Network – 4:00 p.m. - 5:30 p.m.
- Deploying Best-Practice Approaches for Facility Energy Management – 4:00 p.m. - 5:30 p.m.
- Case Study: Increasing Uptime and Productivity – 4:00 p.m. - 5:30 p.m.

Wednesday June 9, 2010
- Optimizing Food and Beverage Operations with Totally Integrated Automation – 9:00 a.m. - 10:30 a.m.
- Case Study: Migration and HMI Modernization – 11:00 a.m. - 12:30 p.m.
- Leveraging Renewable Energy Solutions – 11:00 a.m. - 12:30 p.m.
- Introducing the "SIMATIC S7-1200 Innovation Tour" – 2:00 p.m. - 3:30 p.m.
- Deploying Process Instrumentation and Analytics for Emissions Control – 2:00 p.m. - 3:30 p.m.
- Improving Process Safety – 2:00 p.m. - 3:30 p.m.
- Capturing Solar Energy Through Inverter Technologies – 2:00 p.m. - 3:30 p.m.
- Keeping It Simple While Maximizing Returns: Automation in Aggregate Facilities – 4:00 p.m - 5:30 p.m.
- Improving Safety and Availability for Your Burner Management Systems – 4:00 p.m. - 5:30 p.m.
- Understanding Modern Safety PLCs and Current Safety Standards – 4:00 p.m. - 5:30 p.m.
- Improving Connectivity Through Industrial Networks – 4:00 p.m. - 5:30 p.m.

Electrical

Tuesday, June 8, 2010
- Attaining a Return on Investment from a Power Monitoring & Control System – 9:00 a.m. - 10:30 a.m.
- Exploring Distributed Power and Totally Integrated Power – 11:00 a.m. - 12:30 p.m.
- Understanding Selective Coordination – 2:00 p.m. - 3:30 p.m.
- Case Study: Increasing Uptime and Productivity – 4:00 p.m. - 5:30 p.m.

Wednesday, June 9, 2010
- Reducing Arc Flash Hazards – New Technology – 9:00 a.m. - 10:30 a.m.
- Implementing Innovative Power Distribution Solutions – 11:00 a.m. - 12:30 p.m.

Motors & Drives

Tuesday, June 8, 2010
- Driving Smart: Energy and Cost Savings Using Drives Technology – 11:00 a.m. - 12:30 p.m.
- Specifying Electric Motors with Emphasis on Maximizing Efficiency – 2:00 p.m. - 3:30 p.m.
- Maximizing Your Motor and Drive Investments with Preventive Maintenance – 4:00 p.m. - 5:30 p.m.

Wednesday, June 9, 2010
- Understanding Your Perfect Harmony Drive's Capabilities and Troubleshooting Tools – 9:00 a.m. - 10:30 a.m.
- Exploring Safety in Motion with Drives – 11:00 a.m. - 12:30 p.m.

Sustainability

Tuesday June 8, 2010
- Understanding PROFIBUS, PROFINET, and PROFIenergy – The New Application Profile for Saving Energy – 9:00 a.m. - 10:30 a.m.
- Driving Smart: Energy and Cost Savings Using Drives Technology – 11:00 a.m. - 12:30 p.m.
- Specifying Electric Motors with Emphasis on Maximizing Efficiency – 2:00 p.m. - 3:30 p.m.
- Deploying Best-Practice Approaches for Facility Energy Management – 4:00 p.m. - 5:30 p.m.

Wednesday, June 9, 2010
- Green Board Rooms and Green Buildings: A Perspective from Corporate America – 9:00 a.m. - 10:30 a.m.
- Leveraging Renewable Energy Solutions – 11:00 a.m. - 12:30 p.m.
- Capturing Solar Energy Through Inverter Technologies – 2:00 p.m. - 3:30 p.m.
- Deploying Process Instrumentation and Analytics for Emissions Control – 2:00 p.m. - 3:30 p.m.

Water & Environmental

Tuesday, June 8, 2010
- Applying Instrumentation and Analytical Solutions for Water Management – 11:00 a.m. - 12:30 p.m.
- Case Study: Leveraging Operational Savings and Improving Compliance in Orlando Water Reclamation – 2:00 p.m. - 3:30 p.m.

Notes

Did you know?

Over 90% of AFI attendees surveyed say they would recommend the AFI Conference to a colleague.

"This is where people come to get real information."

– Washington, DC attendee

"This show exceeded all of my expectations."

– Houston AFI attendee

Siemens Industry, Inc.
3333 Old Milton Parkway
Alpharetta, GA 30005
1-800-964-4114

info.us@siemens.com

www.usa.siemens.com/answersevent

Subject to change without prior notice
Order No.: MCFL-AFICH-0410

Printed in USA