

Dear Customers, dear Partners,

"Never does a victory feel better than when there is a struggle and progress beforehand." – Gustav Stresemann

With our products we help our customers to achieve victory every day over the challenges of steel production, and to increase the efficiency of their manufacturing as well as the quality of their products. Arcelor Mittal is one example of this, where with the now eighth installation of an EMG-eMASS system the highest efficiency will be achieved.

You will achieve even more victories with our newly developed, more precise SMI inductive sensor family or by replacing outdated and phased out components with new developments and/or enhancements from EMG.

As a team player we are always with you – not just through our international representatives but also as a

direct point of contact at events like "Metal & Metallurgy 2010" in China, "AISTech 2010" in the US, and "Quality Days 2010" in India.

Additionally, we gladly invite you to come to Wenden, Germany. On August 6th, 2010, you can experience the "eMASS - Open Day" and learn in detail how eMASS works and how even you can profit from it.

We hope you enjoy reading our newsletter for the 2nd quarter of 2010.

Jürgen Koch
Vice President
Automation

Quality Days 2010 – A successful series of events for the international steel industry

In early June, 2010, "Quality Days" once again took place in India, this time organized by the Indian EMG representative, AGV Systems Pvt. Ltd.. There were two venues: Mumbai on 7 June, and Delhi on 9 June, 2010.

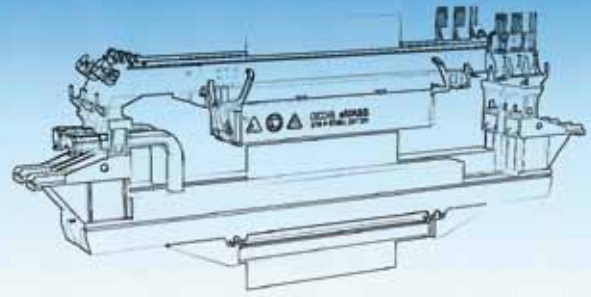
With repeated successes in India, China and Russia the "Quality Days" has established itself as a ranking international event, no wonder then that the circle of the hosting companies is growing ever larger. This time it included: EMG Automation GmbH, Mesacon Messelektronik GmbH, Quinlogic GmbH, Shapeline AB, Cognex, Vatron Voestalpine Mechatronics GmbH, Pauly Steuer- und Regelanlagen GmbH & Co. KG and LDV Systeme GmbH.

The lecture program about the latest expertise on quality and line management found a great deal of interest. The result was an intensive exchange of experiences between steel manufacturers and their suppliers.

As with previous events, there was a very positive feedback, so that more events around the world are already being planned.

For further information, please contact us directly at:

Nicol Hoffmann
Marketing Director
Phone: +49 2762 612-126
Email: nicol.hoffmann@emg-automation.com ■



SMI – A New Sensor Family from EMG



Close-up image of the new SMI electronics

After the market launch for inductive sensors at the beginning of the 90s, we at EMG have delivered and installed over 9000 inductive sensors from the BMI2 series since 1995.

Over the past 15 years continuous developments have been incorporated into production, which have made our sensors suitable for use in the most diverse strip guiding run applications in the steel and metal industries.

Starting in September 2010, this success story will be continued under the product name SMI (Strip Measurement Inductive). Along with the new name this new development includes the following new features for our customers in addition to the now familiar properties such as freedom from maintenance, robustness, etc.:

- Improved center measurement accuracy in the SMI-SE (Standard Edition) sensors
- Use of identical replacement parts for standard and high-accuracy sensors
- Narrow design for integration even in confined spaces
- Compatibility with existing BMI inductive sensors with CANopen communication



Comparison of BMI2-CP with SMI-SE prototype

We have already received two initial major contracts for the delivery of 30 systems in September 2010.

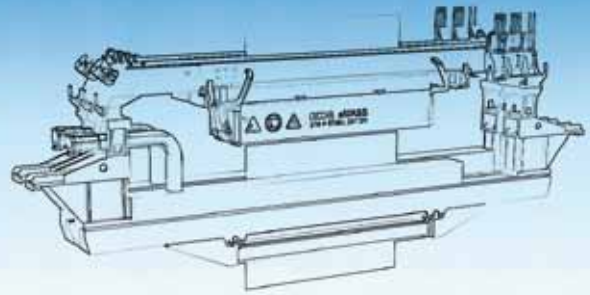
This will also lead to a gradual conversion of the entire sensor production from BMI to SMI sensors by April 2011. While the supply of individual spare parts for BMI2 sensors is assured even for the longer term, the supply of complete BMI2 and BMIH-CP inductive measuring frames will only be possible until mid 2011.

We would be delighted to have you as a customer for our new trend-setting SMI sensor family soon. Please feel free to contact us. ■

With EMG, no problems – Phasing out components

Worldwide the products and solutions from EMG Automation stand for modern engineering and technology. The continuous and consistent advancement of all EMG components from analog to digital technology ensures that the increased and expanded demands and expectations of our customers are always fulfilled by efficient and sustainable measures.

Due to the transformation of technology and adaptation to modern production methods, it is increasingly difficult to continue to technically support older systems and EMG components years after their introduction. Electronic components can be ordered only for a specific time and are often only temporarily fit for storage. This means that older component assemblies and analog control amplifiers are unfortunately no longer available as spare parts. Particularly affected are the type T16, T18 and T19 analog controllers, for which the current SPC controller family is available as an adequate replacement. →



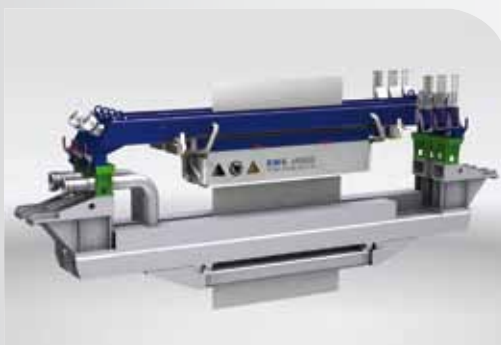
Even for the type BLR20 strip position controller family that has been the basis of most of EMG's strip guiding systems from 1987-2000, EMG's technical support has run out. Up until the end of 2010 all the usual spare parts can still be purchased and delivered. Moreover, with the SPC16 and SPCcompact digital strip position controllers, cost-effective replacement solutions had already been created several years ago, and which, from the standpoint of upward compatibility, can identically reproduce prior strip guiding applications as well as provide additional options for the guiding process. Quite often even existing sensor components are reusable or upgradable with only a little effort depending on the strip guiding application and the device's age.



If you would like to know which products are being phased out affected by these discontinuations and what suitable replacement solutions EMG has ready for you, please check our homepage for a detailed overview: <http://www.emg-automation.com/en/automation/strip-guiding-systems/phased-out-components/>

Please contact us and we'll be glad to help you.
 Thomas Dornseifer
 Product Manager, Strip Guiding Systems
 Phone: +49 2762 612-407
 Email: thomas.dornseifer@emg-automation.com ■

Increasing efficiency with EMG-eMASS convinces ArcelorMittal



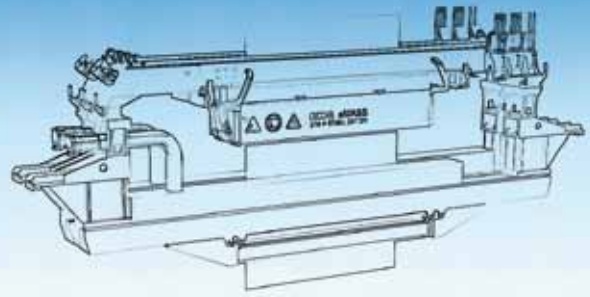
ArcelorMittal has commissioned EMG with the installation of its electromagnetic strip stabilization system eMASS at its Sagunto plant in Spain. Thus, the eighth overall installation of an EMG-eMASS system in the ArcelorMittal Group is a settled matter. With their investment in eMASS, ArcelorMittal has improved the oscillation behavior of the running strip, and thus lower layer weights and greater efficiency the overall hot-dip galvanizing process are provided. Especially with rising commodity prices, the zinc savings achieved with eMASS are quite noticeable and they lead to a rapid payoff of the investment. The order marks a great success for EMG Automation España, EMG's new subsidiary in Spain.

Thanks to EMG's employees' extensive experience in planning, installation and commissioning of an eMASS system, ArcelorMittal can count on accurate commissioning in September 2010.

Strips with a width of 650-1890 mm and a thickness of 0.5-2.0 mm leave the ArcelorMittal Sagunto plant. In the process, zinc is applied with a layer weight between 30-320 g / m² (total coating layer) for strip speeds of up to 180 m / min.

With eMASS, ArcelorMittal has invested in higher efficiency for the whole plant. eMASS reduces strip oscillations on average by 50% and reduces crossbow and twisting to +/- 2 mm. In this way the air knife position can be brought closer to the strip, which leads to a more homogeneous distribution of the zinc layer with reduced air knife pressure. The zinc consumption for obtaining the desired layer thickness is reduced and the use of nitrogen is minimized. Overall, eMASS increases galvanizing quality with significant savings in raw materials at the same time.





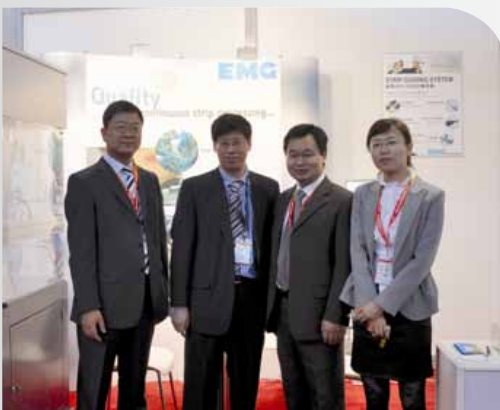
In a still difficult economic environment ArcelorMittal Sagunto is making this investment in improving its production of hot-dip galvanized steel sheets and they rely entirely on EMG's experience. With the advantages of eMASS already known to ArcelorMittal and the lasting added value to be achieved with it, a return on investment is expected in no time. Naturally all of EMG's Automation team is available to ArcelorMittal Sagunto at any time for the smooth handling of the entire order. ■

Efficient Processes in Focus – AISTech 2010

From 3 to 5 May, 2010, over 5,000 experts in the iron and steel industry met during the 2010 AISTech in Pittsburgh, Pennsylvania, USA. It was clear in the presentations and discussions that even if a gradual recovery of the economy is in sight, the iron and steel industry continues to rely on savings in production. For this reason, future potential process improvements for increased efficiency in all production steps will be brought even more sharply into focus without disregarding safety, environmental protection and product quality.

The content of the well-attended EMG lecture, „IMPROVING THE GALVANIZING PROCESS - Electromagnetic Strip Stabilization and Complementary Solutions: eMASS, eWIPE, eBACS" met with considerable interest. Industry's experience with the eFAMILY of products and the possibilities for optimization of the zinc surface with a minimized zinc layer without influencing production throughput led to intensive discussions that continued to be enlarged upon at the EMG booth Steve Devorich of EMG-USA Inc. is very satisfied: "The traffic at the EMG booth was quite steady and should lead to some new sales as we continue 'moving ahead'". ■

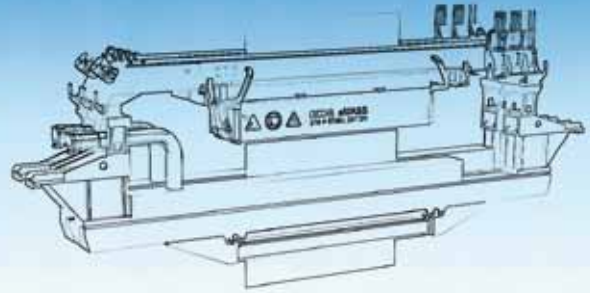
Reliability and environmentally-friendly production – Metal & Metallurgy China 2010



From May 11 to 14, 2010, EMG Automation GmbH presented itself together with its Chinese subsidiary, EMG Automation (Beijing) Ltd., at Metal & Metallurgy China 2010 in Beijing, China. This is one of the largest trade shows on metallurgy and smelting technology worldwide.

In addition to strip guiding systems, EMG presented its quality assurance systems: eMASS electromagnetic strip stabilization, SORM 3plus online roughness measurement and IMPOCpro online measurement of tensile strength and yield point. A special highlight at the booth was a model of the eMASS system, with which the operating principle for electromagnetic strip stabilization was impressively demonstrated.

Interest in EMG's solutions was high. Particularly noteworthy was the high level of familiarity with the products for traditional strip guiding from EMG. Longevity, quality and expert support has led to a broad acceptance of EMG in the Chinese market. Increasing efficiency, cost savings and conserving resources were the focal point for EMG's quality assurance systems. The latter was a particularly common theme in the discussions. Environmentally friendly production as well as saving raw materials and energy are important issues in a China that is rapidly developing economically, and towards which EMG makes great contributions with its products. ■



eMASS - Open Day – August 6th, 2010



Are you interested in such topics as:

- Zinc savings through the reduction of variations in zinc layer thickness?
- Homogeneous zinc layers across strip width?
- Zinc savings through the reliable production of low coating weights?
- Reduction of surface defects (such as air knife streaks)?
- Reduction of the distance from the air knife to the strip?
- Reduction in cleaning cycles for the air knife?

These and other value-adding factors from EMG-eMASS have already been illustrated in the [3/2009 Newsletter](#). But how exactly does the eMASS system actually function and fulfill your specific requirements as well? How does it actually look in operation, and how, in detail, can you benefit from it?

You can get answers to these questions on August 6th, 2010. EMG will open its doors for an "eMASS - Open Day". On this day the entire production facility is open for our guests. With the help of a fully assembled eMASS system in production, you will be able to understand step by step how an eMASS system is created, and it will give

an overview on its key system components and functionality. In personal conversations our experts from sales and product management will clarify questions on technical details and will gladly discuss your general and specific requirements for eMASS with you.

The program in detail:

- 10:00 Welcoming participants at EMG in Wenden
- 10:05 Presentation on the innovations of eMASS 2.0
- 10:30 Viewing of the eMASS-system in production and tour of the EMG production facility in small groups
- 12:30 Further discussion / clarification of open items and lunchtime snack
- 14:00 End of the event

The number of participants is limited. For a personal invitation please contact your EMG contact person early on, or get in touch with:

Nicol Hoffmann
 Marketing Director
 Phone: +49 2762 612-126
 Email: nicol.hoffmann@emg-automation.com

Contact

If you have any further questions, please do not hesitate to contact:

Nicol Hoffmann
Marketing Director
 Phone: +49 2762 612-126, Fax: +49 2762 612-384
automation@emg-automation.com, www.emg-automation.com

If you would like to stop receiving our Newsletter, please click [here](#) and write us an e-mail to opt out.