

Dear customer, dear partner,

"Coming together is a beginning. Keeping together is progress. Working together is success."

When Henry Ford (1863-1947) said these words EMG Automation GmbH was not yet in operation. Despite the age of these quite appropriate words, we would like to refer to them here, because to this day they reflect our philosophy.

Through cooperation we work for our customers' success. Those who want to work well together must understand each other. We understand our customers' ideas and concepts. We speak the same language. And this year we are also strengthening our proximity to our customers by setting up a new subsidiary in Spain, EMG España. Along with its national potential, Spain is valuable as a stepping stone to the South American market. EMG USA Inc. has realized a lot of success in the North American market, especially with our eMASS system.

Quality Days 2010 took place in China at the beginning of March. This series of conferences, along with the sharing of technical knowledge, places even greater emphasis on personal contacts and the exchange of experiences.

The successful teamwork with our customers and partners can be seen in new innovative products. The new symbiosis of EMG's BREIMO strip width measurement and pinhole detection offers our customers twice the benefits in the same amount of space.

Together with our customers we are steadily moving ahead, and innovative advances arise from the experience with long-established systems and these are replaced. After relying on digital controller systems for already over 10 years now, we think the time has come to cease the delivery of spare parts for the analog BLR 20.... strip position controller in the year 2011.

We hope you enjoy reading our newsletter for the 1st quarter of 2010.

Jürgen Koch
Vice President
Automation

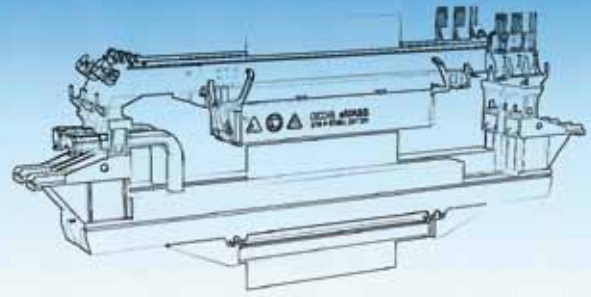
EMG USA Inc. – Success since 1999



Since its inception in 1999, EMG USA Inc. has become the leading supplier of strip guiding systems in the U.S. and Canada. These days nearly every new process line that exists in the U.S. or Canada is equipped with EMG technology. Among the many customers are a few well-known companies such as ArcelorMittal, ThyssenKrupp Steel, Severstal, Nucor, SDI, and USX.

With a focus on strip guiding systems and quality assurance systems for flat steel products, EMG USA Inc., a 100 percent subsidiary of EMG Automation GmbH, has established itself on the American and Canadian markets. 95 percent of sales are made in the following four regions: the

U.S. west coast, the northeastern U. S. with Canada, the southeastern region and the eastern central region (see picture). →



One particular success already worth mentioning is the commissioning of two eMASS systems for electromagnetic strip stabilization. The systems have been successfully deployed at Columbus Coatings in Columbus, Ohio and at ArcelorMittal in Cleveland, Ohio.

EMG USA Inc. will attend AISTech 2010, in Pittsburgh, Pennsylvania from 3-6 May, 2010. With the title „IMPROVING THE GALVANIZING PROCESS – Electromagnetic Strip Stabilization and Complementary Solutions: eMASS eWIPE, eBACS“, EMG USA Inc. will present, along with the advanced „eMASS 2.0“ strip stabilization system, two new products in the „eFAMILY of Solutions“ for further optimization of the galvanizing process. These include the eWIPE electronic wiping equipment and the inductive and non-contact eBACS electronic baffle blade control system.

You may find additional information on solutions and products from EMG at www.emg-automation.com ■

Quality Days Conference in China



Exchanging experiences and personal contacts were once again the focus at the Quality Days conference for measurement and control systems for the steel and metal industry which took place in Beijing from 2-4 March, 2010. The organizers: Cognex, EMG Automation GmbH, Mesacon Messelektronik GmbH, LDV Systeme GmbH and QuinLogic GmbH, chose China as this year's venue in order to take into account the steel industry's growth area. They were supported by CSM (Chinese Society for Metals) and by the Youth Committee and University of Science & Technology in Beijing. Despite the lingering

consequences of the economic crisis a total of 138 professionals and users from the Chinese steel production industry gathered there.

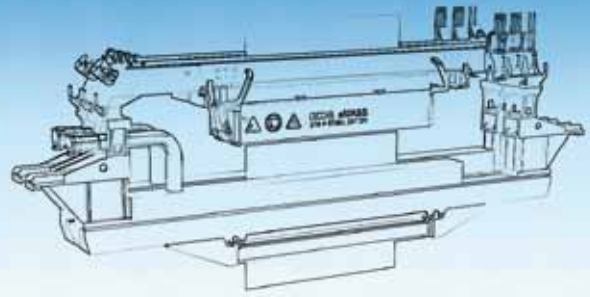
The central element of the conference is the exchange of the latest technological developments, so that Quality Days can be seen as a springboard for launching innovative technologies in the future.

The European organizers presented their companies, their successful innovative products, as well as products already proven on the market. Likewise, technical presentations from recognized experts in the steel sector topped the program off with a total of 17 lectures. EMG Automation GmbH was presented by Mr. Deru Bi, one of EMG's regional sales directors, who fascinated the attendees with his presentation: „Quality Assurance with EMG Automation - High-quality, online, non-contact determination of mechanical parameters (IMPOCpro), online roughness measurement (SORM 3plus) and strip stabilization (eMASS) for optimizing production processes in the steel industry.“

The evening event on 3 March, 2010 – a combined banquet and karaoke – offered a space for cultural exchange and discussions on joint plans, new ideas and market requirements.

This year's conference has already generated as much interest as in recent years and thus the successful tradition of the „Quality Days“ event series will continue.

Other conferences are now already being planned. As in 2008, Quality Days will take place in Mumbai and Delhi from 7-9 June, 2010. Furthermore, still more events are being considered for Quality Days in partly new regions such as USA, Russia, South Korea and Taiwan. ■



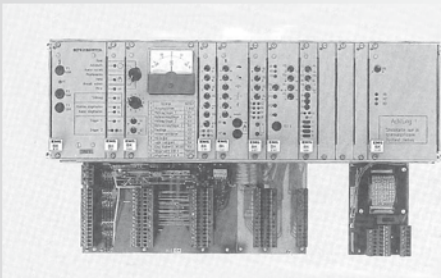
The end of an era – EMG's analog control technology is phased out



Digital controller SPC 16

Over 10 years after the introduction of the first digital SPC controller EMG's analog control technology will now be finally phased out. Starting in 2011 we will no longer be supplying spare parts for the BLR 20... strip position controller. For all orders that are still contracted by our customers in 2010 we will guarantee that appropriate components are available and will still be reliably delivered.

Products and solutions from EMG Automation stand for modern techniques and technology worldwide. A special service for our customers has been the availability of support and spare parts even for older units for many years. This guarantees long-term utilization of all equipment. However, certain components, in particular in the electronics field, can be ordered and stored only for certain periods of time. The result is that we can no longer guarantee the availability of spare parts for the analog strip position controller starting in 2011.



Analog controller BLR 20.125

As early as the late '90s, EMG offered and installed the first digital controller. With the development of the SPC 16 generation of controllers the BLR analog controllers were completely replaced. With this digital, modularly constructed controller technology, EMG offers solution packages equivalent to the previously installed analog amplifier technology. In this way we have guaranteed a high availability of spare parts to

our customers for many years. In addition, alternative solutions are available at the latest technical level and connected with other options in the control process.

Should you have any questions about our current solution packages, please contact us at any time – our representatives and employees will happily consult with you.

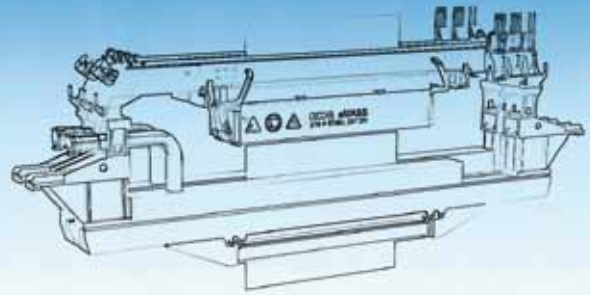
Please simply send an email to: info@emg-automation.com ■

Strong Presence – EMG Automation España

Since 1 January, 2010, EMG Automation España has been strengthening EMG's international presence with its branch office in Madrid. Effective immediately, Ismael Herrera and Martin Pfaff are available as personal contacts and have taken over all of the responsibilities of EMG Iberica S.L.

The opening of the new subsidiary reflects one of EMG's main goals: the closest cooperation with our customers. All of our customers in the Spanish market were contacted personally and the feedback we received was thoroughly positive. With our quality assurance systems such as eMASS, IMPOCpro, SORM 3plus and others, EMG Automation España will show its strengthened presence with end customers.

EMG's situation on the Spanish market looks very promising altogether. Despite the serious economic crisis, several definite orders for revamps, modifications and new installations have already been contracted. A particular success was the →



installation of an eMASS system at AM Sagunto, near Valencia. Orders for service calls have also been issued – especially in the province of Malaga which is slowly returning to normal after heavy floods in February 2010.

The Spanish market is an important stepping stone to South America. Many mechanical engineers in Spain supply local markets there. And EMG Automation España already has overseas orders in the pipeline.

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The combination of EMG width measurement with pinhole detection – a successful symbiosis

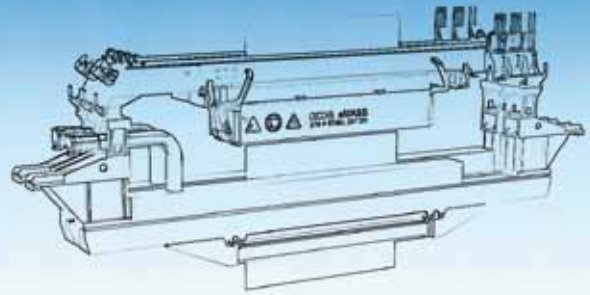


EMG's BREIMO width measurement stands for the highest product quality, improved process management and waste minimization in steel processing lines. With an innovative combination that includes high-speed line scan cameras, a system is now available which inspects the strip continually and with high precision for edge cracks and defect holes while also granting highly accurate strip width detection.

The width measurement achieves a measuring accuracy of better than ± 0.5 mm. The intelligent cameras with integrated signal evaluation have the ability to reliably detect holes with a diameter of at least 1 mm in strip run speeds of up to 1500 m/s.

How many cameras to install, and with what resolution and sampling rate, can be determined individually depending on the project.

EMG's clients have developed some technical advantages by means of this plant symbiosis. First, a gain in area: instead of having two complete systems, the customer now has both functions combined in one device, thus saving space. Realization of both control processes with limited space in the plant is thus now possible.



Another advantage results from the optionally available combination of measurement data for evaluation, visualization and logging. Since all data is available at the same time this can be called upon at an early stage for process evaluation and control.

With the combination of the proven BREIMO strip width measurement with highly accurate and reliable pinhole detection, EMG incorporates the demands of the market and makes available to its customers an innovative solution for even better quality with simultaneous production cost savings. ■

The price of zinc goes up, the price of zinc goes down – what effect does this have on my production line and the planned investment in eMASS?

Value creation factors playing a role when buying a strip stabilization system have already been discussed in our 03/2009 Newsletter. But what effect does this have on my line?

This question can be answered neither generally nor simply – but the answer can be given more easily, if the EMG professional and their production experts work together to analyse and evaluate the status quo using data from both production and material. EMG takes into consideration experiences made from 20 installations and the customers' knowledge on production processes and available data.

EMG consulting services include, depending on size and requirements, 2-3 man-days on location and about one man-day of data analysis and evaluation. This is concluded with a presentation and a short study on the results achieved. The good part: the costs of the study will be cleared when ordering a strip stabilization system from EMG! So there is no risk for you.

Have we gained your interest? Then let us make you a concrete offer. Send us a short email with the keyword: "ROI eMASS" to: sales@emg-automation.com. We will contact you immediately.

When planning eMASS projects, please take also into consideration our eMASS Whitepaper which can be downloaded any time at: <http://www.emg-automation.com/nc/automation/qs-systeme/elektromagnetische-bandstabilisierung-emass/action/open-download/download/whitepaper-emass-gb/> ■

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