



## **Incuity to Exhibit FactoryTalk® VantagePoint EMI At System Integrator Conference, April 30-May 1**

**Mission Viejo, CA, March 30, 2009** – Incuity Software, a Rockwell Automation company, will demonstrate its new FactoryTalk® VantagePoint EMI software at the 16<sup>th</sup> annual CSIA Executive Conference for system integrators, to be held April 30-May 2 at the Naples Beach Hotel & Golf Club on Florida's west coast.

The theme for this year's conference is *The Economic Impact on Control System Integrators: Planning for the Future*. "FactoryTalk VantagePoint EMI is a great fit for this show because it provides system integrators with a powerful solution for system integrators who are seeking to add tremendous value for their customers in today's difficult economic environment," said Doug Lawson, Incuity president.

"One of the great strengths of EMI is that it can access data from virtually all of a customer's production systems and enterprise business applications so that anyone in the company can get the information needed to do a job better," he said. "And, by creating a logical representation of manufacturing operations in the Unified Production Model, real-time process data can be aggregated with the transaction-oriented business data so that anyone can view it in a browser in the proper context for the job at hand.

"This gives SIs tremendous power and flexibility for meeting end user customers' needs today *and* tomorrow, so the installations they create now will continue to be useful and expandable far into the future," Lawson said.