

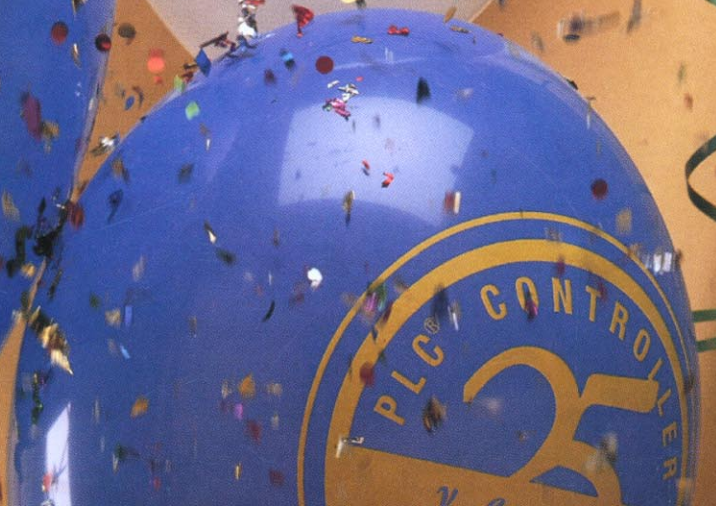
This Allen-Bradley cover wrap has been placed on a limited number of Newsweek copies through a special arrangement with the publisher.

# Newsweek®

**"AS WE CELEBRATE A VERY SPECIAL  
ANNIVERSARY, WE'D LIKE TO THANK  
THOSE WHO MADE IT POSSIBLE —  
OUR CUSTOMERS!"**

*Jodie K. Flore*

PRESIDENT AND CHIEF OPERATING OFFICER  
ROCKWELL AUTOMATION





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**“The PLC is a story of teaming, partnering and exploring. Of respecting customer requirements, ideas and concepts.”**

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In 1968, no one could have predicted the tremendous impact one customer's request would have on the future of industrial controls. Fortunately, we were one of four suppliers approached by this visionary customer — with the request to assist in the development of a “standard machine controller.”

Having acquired Michigan-based Information Instruments Incorporated, we inherited its PDQ-II product — a strategy that put us right where we needed to be in order to explore this developing technology.

Because the PDQ-II proved too complex and too hard to program, we developed the PMC, or programmable matrix controller. It was smaller and easier to program, but still had room for improvement. So our engineers set about designing and building what would eventually become the programmable logic controller — an innovation we enthusiastically refer to today, a quarter of a century later, as the PLC® family of controllers.

Over the years, our customers have helped us develop many products. They've encouraged us, teamed with us and rewarded us with their business and their loyalty. Making it possible for us to reach milestone after milestone. Including the recent shipment of our one millionth PLC unit — further proof that our success is undeniably a result of the successes, insights and needs of our customers.

The 25th anniversary of the PLC controller is a celebration of listening and responding to customer needs. It's a story of teaming, partnering and exploring. Of respecting customer requirements, ideas and concepts.

As you read on, you'll discover some of the many PLC-related “firsts” attributed to Allen-Bradley — state-of-the-art products that would have remained undiscovered had it not been for continuous customer input and our ability to act on that input. Which is why we at Allen-Bradley encourage you to share your ideas with us — after all, they may just set the stage for industry's next technological breakthrough.

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 **Rockwell** Automation  
**Allen-Bradley**

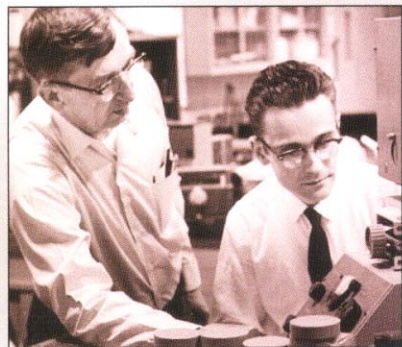
# Success Isn't So Much a Product of Technology, As It Is a Product of Listening.



Whether formal requests or casual remarks, customer requirements have often spurred great technological breakthroughs.

## A Simple Request

That was the case in 1968, when a team of innovative engineers from the Hydra-matic Division of General Motors drafted specifications for a "standard machine controller." Their goal? A control system that would replace all the relay panels and be programmed rather than wired. The specs, along with a request to build a prototype, were given to four control builders: Allen-Bradley, by way of Michigan-based



Information Instruments, Inc., Digital Equipment Corp. (DEC), Modicon and Century Detroit.

Allen-Bradley responded at the risk of competing with one of our most successful core businesses — electro-mechanical relays. However, we met our customer's challenge, and in five months, went from prototype to actual production. Our first effort, the PDQ-II, was deemed too large, too complex, too hard to program. So we set about designing the PMC — or programmable matrix controller. While that product was smaller and easier to program, our customers requested additional improvements. Improvements that would result in what we now know as PLCs — programmable logic controllers.

## A Strategic Approach

Since the PLC's introduction 25 years ago, our customers have continued to suggest enhancements. Over the years, PLC controllers have proven to be cost-effective and efficient ways to help customers meet their

production objectives.

In fact, you could say that the PLC embodies the principles of our Automation Investment Life Cycle™ model.



PLC controllers and related products offer a broad range of configurations so they're easy to apply. They're flexible, compatible and easy to integrate.

They gather, manipulate and communicate plant floor data, providing precise machine process control while giving operators a window into the production process.

Their on-board diagnostics simplify maintenance and troubleshooting. And their modular, expandable architecture creates a migration path for future expansions and upgrades. But Allen-Bradley's programmable logic controllers would be nothing like they are today if it weren't for our customers.

## An Ongoing Response

While programmable controllers were still in their infancy, early users asked for assistance in programming, installing and maintaining their units. We responded with industry's first full-time, fully staffed, PLC training facility.

When customers asked for cost-reducing installation, we answered with Remote I/O Systems.

When customers wanted peer-to-peer capabilities between PLC controllers and computers, we developed our Data Highway™ product, industry's first plant floor network.

When users told us they needed to connect their information worlds with their plant floor worlds, we teamed with Digital Equipment Corp. and created the Pyramid Integrator™ system.

And the improvements continue.

Recently, when customers requested a more cost-effective

way to interface to multiple vendor devices, we pioneered DeviceNet™ — an innovative open standard device level network.

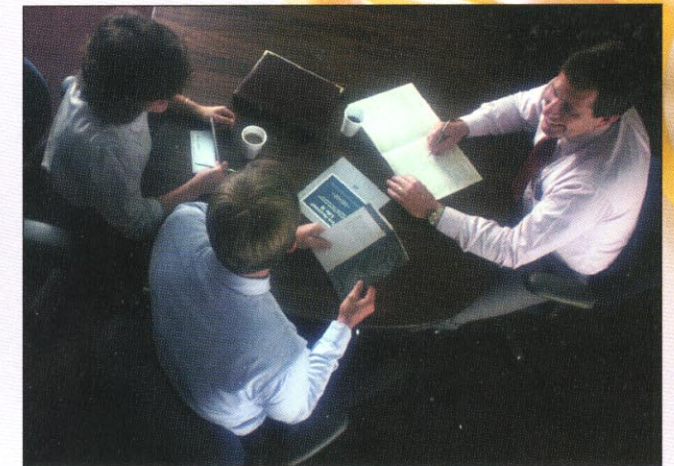
And for customers seeking a more efficient way to tie systems together, we offer our ControlNet™ high-speed, high-performance peer-to-peer network.

## A History of Success

The path to PLC success has had its ups and downs. Over the years, while we watched other suppliers drop out, leaving their users stranded, we've stayed the course — putting our customers' needs front and center.

And we're better for it.

Today, we're celebrating two milestones in the history of our



company: The 25th anniversary of the PLC controller; and the shipment of our one millionth unit. We attribute these and all of our successes not to the technology, but to those who make such innovations possible, the people who ask for solutions, our customers.

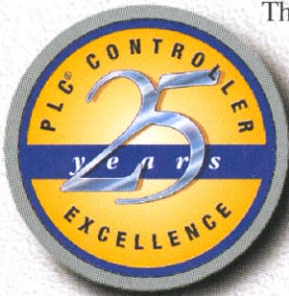
If you have an idea you'd like to share, simply contact your local Allen-Bradley representative. As always, we'll be more than happy to lend you an ear.

## Allen-Bradley's PLC Milestones



**Rockwell Automation**  
Allen-Bradley

# There are a million reasons why Allen-Bradley PLC® processors lead the industry.



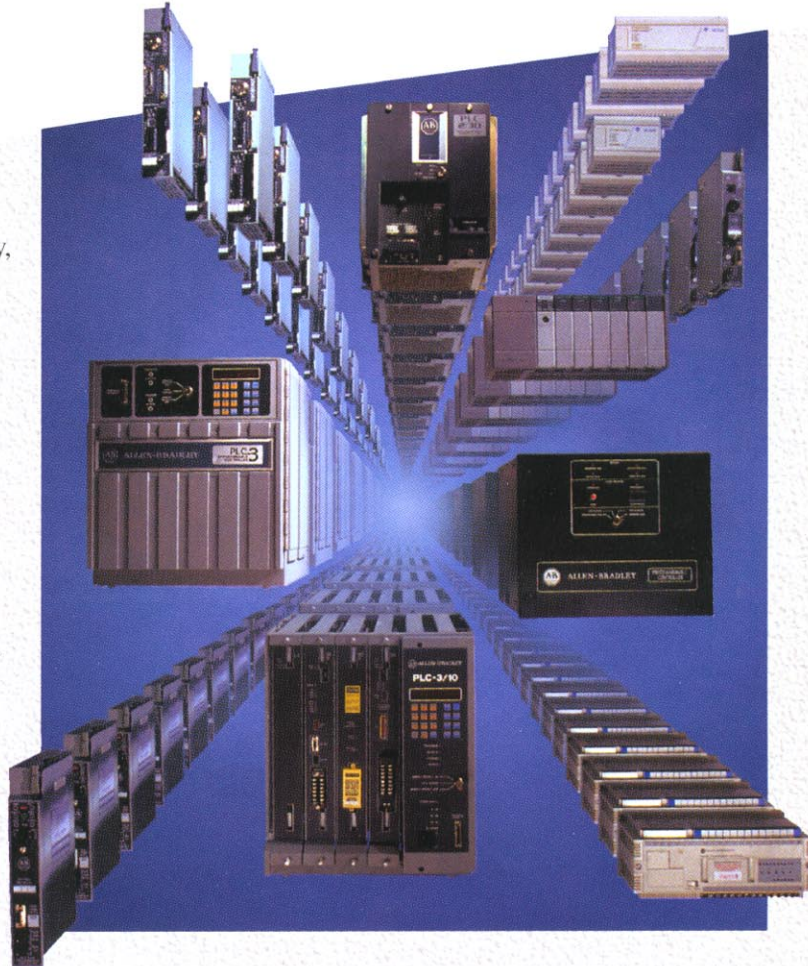
The reasons are, literally, all around you.

At Allen-Bradley, we've shipped more than a million controllers to our customers around the world over

the past 25 years. They rely on us because we are the leader when it comes to innovating, designing and manufacturing a broad range of logic controllers. This includes our new MicroLogix™ line, compact yet full of functionality to make it truly micro-perfected.

But it's more than just a numbers story. Over the years, our design engineers have led the way with programming innovations, such as on-line editing and sequential function chart programming. We brought you the concept of remote I/O and peer-to-peer communication networks, and have embraced open industry standards, such as DeviceNet™ and Ethernet®. And we were first to join other technology leaders to bring you easy-to-integrate, multi-vendor solutions.

No matter what your application, you'll find a combination of Allen-Bradley products to do the job.



In fact, there are an incredible  $1.8 \times 10^{22}$  possible configurations with our products. One is sure to fit your needs.

Allen-Bradley controllers are working hard in challenging applications around the world. **To discover how we can help you, just give us a call at 1-800-223-5354 ext. 0053.**

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