



Revised PanelView Plus Video
 MDSmith Nov. 13, 2002

VIDEO	AUDIO
<p>1. TITLE UP: LOGO Testing You Can Trust PanelView Plus Hardware Testing</p>	<p>MUSIC UP</p>
<p>2. MONTAGE OF SELECTED GLOBAL TEST APPROVAL LOGOS MOVING ACROSS THE SCREEN CRISS- CROSSING ETC. NEMA 4x UL CE EUD C-TICK ANSI CSA International IEEE DEMKO IEC NFPA EN</p>	<p>MUSIC UNDER MALE VO It's been said, that "the nice thing about standards is that there are so many to choose from"...</p> <p>True enough. And meeting global standards in today's operator interface market is no small challenge.</p>
<p>3. MS HOST ON FACTORY FLOOR STANDING NEXT TO A PV PLUS ON TABLE WITH COLORFUL SCREEN CAPTURE ON IT. SLOW ZOOM INTO FACE</p>	<p>MUSIC OUT ON CAMERA TALENT But it's a challenge Rockwell Automation consistently meets and strives to exceed. Hello, I'm Mike Kraft. In this video we're going to talk about <i>what to look for</i> in choosing a quality operator interface product.</p>

<p>CU</p>	<p>In the world of global standards and operator interface, not all products are created equal...</p>
<p>4. CUT TO FACTORY FLOOR WITHOUT HOST AND PV PLUS IN USE FROM VARIOUS ANGLES.</p> <p>4B. CUT TO VERSE VIEW IN ACTION</p>	<p>SOT (SOUND ON TAPE) VO:</p> <p>With its added features and innovative modular design philosophy, the PanelView Plus is the operator interface of tomorrow.</p> <p>It's a design philosophy shared with the VersaView CE – a product tested in the same manner and to the same standards as the PanelView Plus.</p>
<p>5. DISSOLVE TO:</p> <p>(EXISTING FOOTAGE - MONTAGE OF INDUSTRIES WITH TOUGH ENVIRONMENTS FOR PV PLUS)</p> <p>I.E. –</p> <p>FOOD INDUSTRY PAPER MILL ALUMINUM PLANT STEEL MILL AUTO PLANT</p>	<p>SOT VO:</p> <p>PanelView Plus is a workhorse. Built to meet standards in industrial-tough environments. Because that's where it counts. When buying an operator interface product, make sure products are tested to meet standards. NOT just <i>intended to meet standards</i>.</p> <p>Go beyond sales literature and check actual product labels and certification.</p> <p>It can mean the difference between product survival or product failure <i>in your</i> manufacturing environment.</p> <p>Let's take look at a few of the tests Rockwell Automation uses to ensure quality in the PanelView Plus.</p>
<p>6. CUT TO HOSE-DOWN TESTING</p>	<p>(SOT) (GIVE A FEW BEATS BEFORE VO)</p> <p>VO:</p> <p>For applications exposed to water or wash downs, we put the PanelView Plus through the rigors of a hose-down test. Unlike some companies, Rockwell Automation has its tests certified by UL and therefore can add NEMA 4X to its UL product label.</p> <p>To achieve NEMA 4X standards, we flood the PanelView Plus on all sides from 3</p>

<p>10. WIPE TO ESD TEST VIDEO</p>	<p>SOT</p> <p>Electro Static Discharge can take down a computer in no time. Watch and listen to the PanelView Plus subjected to an electrical charge.</p> <p>SOT UP LOUD SOT UNDER</p> <p>This PanelView Plus continues to operate, despite <i>repeated</i> positive and negative shocks administered <i>on all parts</i> of the unit.</p>
<p>11. HOST: LS OPENS ON WALKIE TALKIE NEXT TO OPERATING PVP</p> <p>SLOW ZOOM IN</p>	<p>HOST ON CAMERA</p> <p>(TALKING INTO WALKIE TALKIE NEXT TO PVP)</p> <p>When it comes to electro magnetic interference (or EMI), even the smallest amount of noise can hinder the performance of some machines. <i>Not so</i> with the PanelView PLUS</p> <p>(PUTS WALKIE TALKIE DOWN)</p> <p>Not surprisingly, PanelView Plus meets and exceeds the European standards it sought to comply with during the EMI testing we just saw.</p>
<p>12. CUT TO HOST ALONE ANGLE CHANGE</p>	<p>Heavy industry can cause heavy damage to delicate equipment, resulting in injury to nearby personnel. The PanelView Plus is <i>anything but delicate</i> and our testing procedures prove it.</p>
<p>13. CUT TO DROP BALL TEST REGULAR AND IN SLOW MO</p>	<p>VO</p> <p>To ensure that no glass or plastic shards leave the product after high impact, we dropped a 1.18 pound steel ball from a height of over 4 feet on the PanelView Plus. <i>Three</i> drops were repeated <i>in different locations on the same product</i>.</p>

	The result? All damage remains contained within the unit, or, as in this specific case, the PanelView Plus remains completely intact.
14. CU ON PANEL PLUS ZOOM IN ON LABEL AND ALL ITS CERTIFICATIONS	MUSIC UNDER Remember. All products aren't created equal. Know what you're getting. Read the fine print.
15. DISSOLVE TO HOST SLOW ZOOM IN	Ask yourself is the product <i>really</i> tested to meet industrial standards? Who's certifying the tests? The difference can be dramatic and a hard lesson to learn after product failure comes within a year. You'll know what you're getting with an Allen Bradley PanelView Plus from Rockwell Automation. You'll know, because you'll be <i>getting that quality</i> for <i>many, many years</i> to come.
16. DISSOLVE TO LOGO	MUSIC UP AND OUT