

## AspenTech Partnership brings Advanced Process Control to NovaTech Customers

NovaTech has partnered with AspenTech and BluESP to bring the proven economic and environmental benefits of their Advanced Process Control (APC) technology to NovaTech customers as part of a suite of Energy Asset Management Solutions (EAMS) collectively known as Conductor™. These solutions can be implemented individually or in a phased approach, with the savings from initial projects offsetting the cost of additional improvements. The software solutions can be implemented in any control environment and with any Historian.

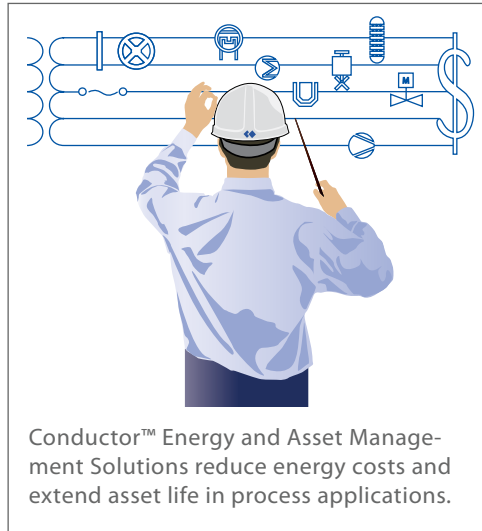
### Solutions include:

- Real-time Optimization
- Production Accounting
- Product Quality Control
- Environmental/Regulatory Reporting
- Maintenance Management
- Advanced Process Control
- Plant Asset Management
- Plant Historian
- KPI's and Performance Monitoring
- Predictive Analytics

EAMS begins with a site assessment during which opportunities for improvement are identified. Interviews, process reviews, data collection, business process analysis and economic analysis result in a report that includes a complete business case, ROI calculations and an implementation plan.

### APC Success Stories

Advanced Process Control (APC) has a long history in improving process



Conductor™ Energy and Asset Management Solutions reduce energy costs and extend asset life in process applications.

efficiency in its native petroleum industry applications. A recent independent survey of the petroleum industry found NovaTech partner AspenTech's APC software (known as DMCPlus) was considered "mission critical" by 85% of the respondents.

APC had some early challenges migrating into other process industries, but a track record of successes has proven its strategic value, and APC today represents a compelling technology for plant managers looking to reduce energy costs, increase asset life, and reduce emissions, water consumption and carbon footprint. The following examples demonstrate the benefits achieved by implementing an APC solution.

### Anglo Platinum

The world's largest platinum refiner uses APC to improve temperature control and maximize vacuum, leading to a decrease in the steam evaporated per ton of product.

Dramatically improved temperature stability on three batch reactors enabled production to run closer to the actual temperature constraints, minimizing batch times and improving recoveries. Boilers were also stabilized, minimizing dumping of red coals and reducing excess Oxygen in the flue gas. The combined effect of these controllers led to a 4.5% reduction in coal use.

### DOW

By implementing APC, Dow's production capacity increased by 11%, unit-variability by 45%, off-spec fell to zero, start-up time dropped by 60%, emissions plummeted over 80%, and the feed rate increased by 8%.

### Expanded Support for EAMS

Heading up the NovaTech team to introduce these solutions to market is Lize van Wyk. Lize joined NovaTech recently from BluESP, and has over 15 years of experience in the chemical, operations and software related fields. She has worked with numerous industrial clients, including oil and gas, mining, chemical, logistics and manufacturing companies on a wide range of projects involving waste reduction, operational efficiency improvement through APC, and implementation of Manufacturing Execution Systems.

For more information on how APC and other Conductor EAMS services can make a real difference to your bottom line, email Lize at [lize.vanwyk@novatechps.com](mailto:lize.vanwyk@novatechps.com).

# 2010 USER CONFERENCE SCHEDULE

## Monday, May 24

	Tuscan Room - 3rd Floor	Chapter Room - 4th Floor	Ionic Room - 3rd Floor	Demo Room (Composite Room)
<b>Registration</b> 8:00 am - 8:30 am	Registration is located on Third Floor of Tremont Grand Conference Center. Access the walkway from the Fifth Floor of the Tremont Plaza Hotel.			Closed
<b>Opening Session</b> 8:30 am - 9:15 am	<b>Opening Session</b>			Closed
<b>Session 1</b> 9:15 am - 10:15 am	Product Updates			Closed
15 Minute Break				
<b>Session 2</b> 10:30 am - 12:00 pm	D/3® Console			Open
<b>Lunch</b> 12:00pm - 1:00 pm	Luncheon ( <b>DORIC ROOM (4th Floor)</b> ); Conference attendees only)			Open
<b>Session 3</b> 1:00 pm - 2:30 pm	Optimize Your D/3			Open
15 Minute Break				
<b>Session 4</b> 2:45 pm - 4:15 pm	8000 I/O Configuration			Open
4:15 pm - 4:30 pm	Steering Committee Meeting – Concordia Room			Open
<b>Evening Activity</b> 5:30 pm – 8:30 pm	Grey Rock Picnic- Buses will be waiting outside the Tremont Plaza Hotel's main lobby starting at 4:30 pm and leave promptly at 5:00 pm.			Closed

## Tuesday, May 25

<b>Session 5</b> 8:30 am - 9:30 am	FOCUS GROUP: Next Steps for D/3 Configuration			Open
15 Minute Break				
<b>Session 6</b> 9:45 am - 11:15 am	User Applications, Part 1			Open
15 Minute Break				
<b>Session 7</b> 11:30 pm – 12:30 pm	I/O Network Configuration			Open
<b>Lunch</b> 12:30 pm – 1:30 pm	Luncheon ( <b>DORIC ROOM (4th Floor)</b> ); Conference attendees only)			Open
<b>Workshop</b> 1:45 pm - 3:45 pm	Alarm Management Workshop	TotalVision® Workshop		Open
15 Minute Break				
<b>Session 8</b> 4:00 pm - 5:15 pm	Simulation			Open
5:15 pm - 5:30 pm	Steering Committee Meeting – Concordia Room			Open
<b>Evening Activity</b> 6:30 pm – 9:00 pm	Maryland Science Center - Buses will be waiting outside the Tremont Plaza Hotel's main lobby starting at 5:45 pm and leave promptly at 6:15 pm.			Closed

## Wednesday, May 26

<b>Session 9</b> 8:30 am – 9:30 am	FOCUS GROUP: PCM			Open
15 Minute Break				
<b>Session 10</b> 9:45 am – 11:00 am	User Applications, Part 2			Open
15 Minute Break				
<b>Session 11</b> 11:15 am – 12:15 pm	SABL® Programming Standards			Open
Final Break and Checkout				
<b>Lunch</b> 12:30 pm – 1:30 pm	Business Meeting and Closing Comments Luncheon ( <b>DORIC ROOM (4th Floor)</b> ); Conference attendees only)			Open
1:30 pm - 2:00 pm	Steering Committee Meeting – Concordia Room			Open
<b>Workshop</b> 2:00 pm - 4:00 pm	Alarm Management Workshop	TotalVision® Workshop		Closed

The second annual NovaTech International Customer Event (NICE) Day was held on December 9, 2009 at the Crown Plaza Hotel in Brussels Belgium. "It was a great opportunity for our new process marketing team of Joe Shingara and Chris Kourliouros to meet with customers and get a first hand understanding of the issues facing NovaTech's International customers," noted Sylvie De Noose.

The event was well attended and brought together NovaTech customers and a number of our Automation Engineering partners. Attendees participated in lively discussions related to the following topics:

- NovaTech Corporate Overview
- Product Updates
- D/3 Features (version 12.0 through 14.0)
- FlexBatch® Version 4.2



Sylvie De Noose welcomes NovaTech customers to another NICE day

- 8000 I/O Overview and Features
- Conductor™ Energy and Asset Management Solutions using AspenTech® APC technology
- Process Optimization with your D/3®
- Achieving D/3® Effectiveness

The marketing team shared a wide variety of information related to NovaTech product and service offerings. The team conducted live demonstrations of several new products, including the Web Enabled Console, D/3 Loop Optimizer product, and

WINSSD SABL program debugger. Furthermore, the team gave numerous demonstrations, examples, and tips related process and application optimization, simulation, and visualization. All demonstrations were well received and many customers reflected that the day was well spent and extremely beneficial.

Finally, customers presented their issues and ideas for future enhancements, product direction, and standards compliance.

NovaTech will work to address these issues and needs as quickly as possible, and continue to strengthen our partnership with our valued International customers.

Our thanks to all who participated and helped make this a truly memorable NICE Day.

## USER CONFERENCE UPDATE

The 2010 NovaTech User Conference offers the opportunity to learn about product enhancements, get hands-on training, network with peers, and discover technical applications to use at your facility. Exchange your experiences in stimulating sessions and discussions with industry experts, colleagues, and the NovaTech team.

We have scheduled technical, application, and Focus Group sessions\* to address how you can maximize the value of your automation investment:

- D/3® Console
- Optimize Your D/3
- 8000 I/O Configuration
- I/O Network Configuration
- User Applications

- Simulation
- SABL® Programming Standards
- Focus Groups: PCM and Next Steps for D/3 Configuration

Two complimentary workshops will be offered during the conference: TotalVision® and Alarm Management. And, you will have the opportunity to test-drive the new D/3® console in our expanded NovaTech Demo Room. More Room, More Demos.

The 2010 NovaTech User Conference agenda includes something for everyone – so bring your whole team.

Conference attendees will enjoy events at The Smithsonian Institution's National Air and Space Museum's Steven F. Udvar-Hazy Center, Maryland Science Center, and Grey Rock Mansion



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## Happy Holidays from NovaTech!

SAVE THE DATE  
May 23-26, 2010  
User Conference  
Baltimore, Maryland

# Santa Claus Inc. Repays TARP Loan

(AP) - NORTH POLE Santa Claus Industries (NYSE: SCI) announced full repayment today of the TARP bailout funds the firm accepted earlier this year. CEO Kris Kringle announced the welcome move in a press conference, citing a more energy efficient production process including Advanced Process Control, reduced administrative overhead, and a strong desire to cease government oversight of SCI's proprietary naughty-nice compensation structure, as factors in the prompt repayment.

"It's true we were caught off guard," acknowledged Mr. Kringle "no one feels a credit crisis harder than the toy sector, believe me. But we've adjusted, and we're stronger than ever."



The embattled CEO Kris Kringle delivers the details of a much improved balance sheet to the media.



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