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Enabled<sup>TM</sup> by

**Rockwell  
Automation**

*Technologies*

# Overview of the Enabled<sup>TM</sup> Logo Program

A Component of Rockwell Automation's  
PartnerNetwork Framework

June, 2007

# Promotional Objectives

The Enabled logo has two primary objectives:



1. Provide third party product suppliers with an identity to signify their technology relationship with Rockwell Automation
2. Provide a consistent message to the marketplace regarding the use of Rockwell Automation enabling technologies

# General Guidelines

- Participation limited to technology licensees who use RA enabling components or unmodified source code
- Third party product suppliers may use the logo on specific licensed products and/or product documentation
- In the event of media advertising, the logo must appear on licensed product itself
- Usage defined in Terms of Use Agreement between the third party and Rockwell Automation Technologies, Inc.

Enabled identity promotes our technology relationship

# Which Technologies are included?

- Backplane technologies including
  - 1734, 1738, 1746, 1756, 1768, 1762, 1769, 1771, and 1794
- ControlNet Network Chipsets
- Drive Peripheral Interface (DPI)
- NetLinx Cards
- Remote I/O Chipset
- Smart Motor Technology
- DeviceLogix™
- FactoryTalk Services Platform
- IEEE 1588 Time Sync Implementation
- RSLogix5000 Add-on Profiles
- Scanner Stacks
  - ControlNet Network
  - DeviceNet Network

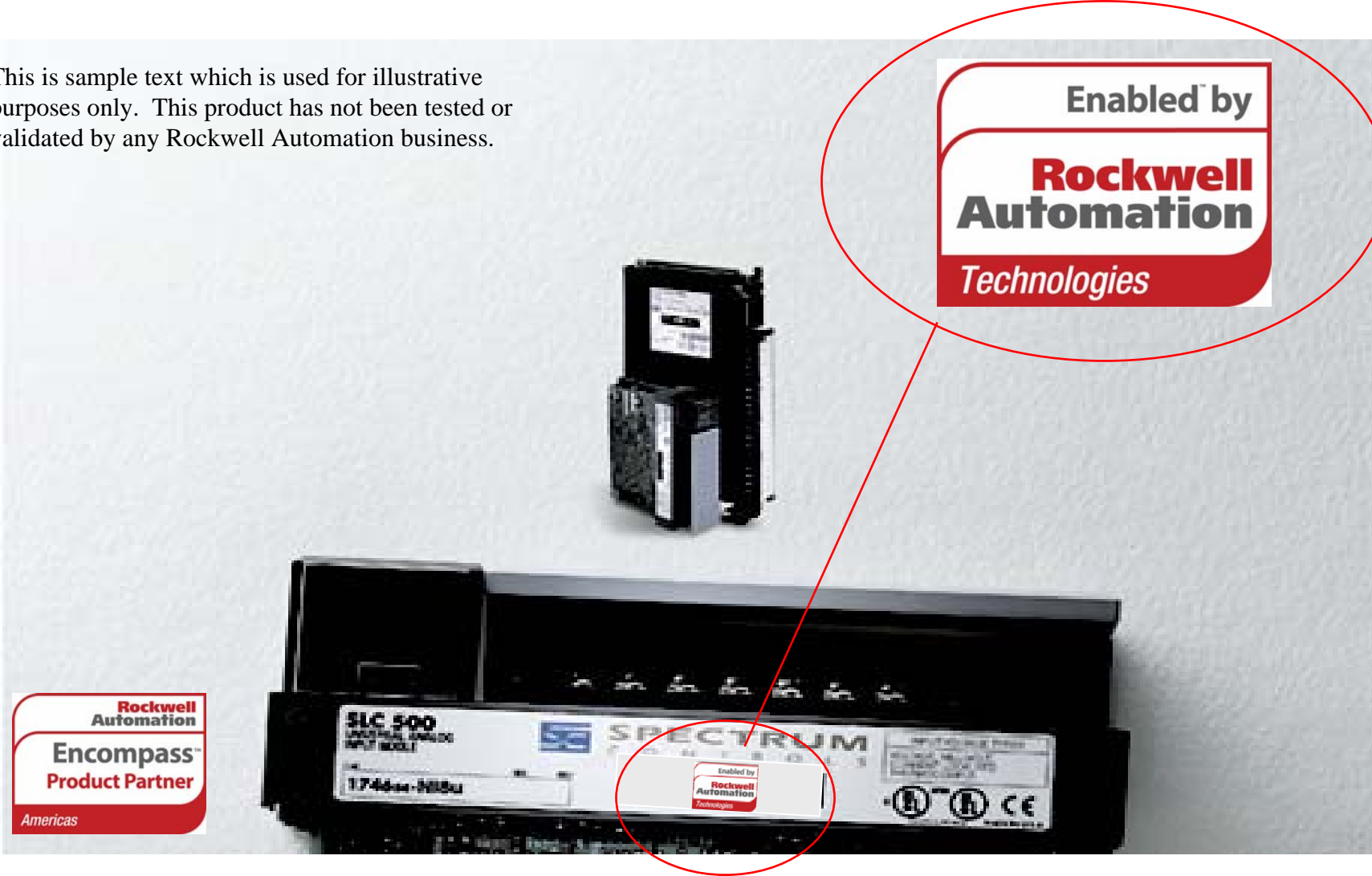
# Which Technologies are NOT Included?

- 1784 Communication Cards
  - Dual port specifications
- DH/DH+/DH485
- Example Code
  - EtherNet/IP Network
  - Ethernet EPIC Protocol
  - DeviceNet Network Slave
  - ControlNet Network Slave

Licensing Intellectual Property (patents, know-how and trade-secrets) does not automatically extend the right to use the Enabled identity.

# Media Placement

This is sample text which is used for illustrative purposes only. This product has not been tested or validated by any Rockwell Automation business.



# Rockwell Automation PartnerNetwork: Marketing Communications Guidelines

- New PartnerNetwork Marketing reference guidebook for all partners
- Refer to the attached PartnerNetwork Reference Guidebook for further details on logo implementation



# How does Encompass compare with Enabled?



<b>Purpose</b>	Reference 3rd party products that enhance Rockwell Automation Solutions	Promote and create awareness of Rockwell Automation as a supplier of technology
<b>Type of Relationship</b>	Commercial Focus: Complementary products only	Technical Focus: Complementary and Competitive Products
<b>Qualification</b>	Application form screens for reputable companies with market presence for referenced product, and is dependent on Rockwell Automation's market strategies.	License Agreement with Rockwell Automation Technologies, Inc. and signed <u>Terms of Use</u> agreement (must use component enablers or unmodified source code).
<b>Program Benefits</b>	Commercial Focus: Encompass Directory, Web listing, Automation Fair, joint advertising, The Journal, joint marketing	Technology Focus: Right to use logo Access to technical support
<b>Logo Usage</b>	Advertisements, direct mail, promotional literature, news releases. All marketing efforts should only include referenced products.	Restricted for use on product and when used in the following: product profiles, sales literature, users manuals etc.. In media print, Enabled logo must be shown on the product.

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