



SP600 NEMA 4X/12 Sensorless Vector AC Drive

Commercial Position Paper

<p><i>What is it and what does it do?</i></p>	<p>The SP600 NEMA 4X Sensorless Vector AC drive is a product extension to the SP600 NEMA1 product. It has all of the same features as NEMA1 but is housed in a Washdown capable enclosure. The drive is rated NEMA 4X/ NEMA 12 as well as IP66. Designed for the toughest environmental conditions.</p>
<p><i>Where does it fit in our offerings?</i></p>	<p>This product extends the application range of the SP600 product family. It will overlap the SP500 and GV3000 NEMA4/12 product lines, but will contain the latest Sensorless Vector control technology offered by Rockwell Automation. This product should be considered whenever a NEMA 4X/12 rated AC drive is required.</p>
<p><i>Where does it fit in its intended markets?</i></p>	<p>The SP600 NEMA 4X AC drive was developed to serve applications where environmental conditions require a washdown capable product. The reduced footprint, compared to some competitors, will be preferred by OEM's and Users who are searching for smaller, lighter drive solutions.</p>
<p><i>Target Industries?</i></p>	<p>Food and Beverage, Food and Poultry, Petro-Chemical and Pharmaceuticals</p>
<p><i>Target Applications?</i></p>	<p>This new NEMA 4X SP600 product is targeted to all applications that might be exposed to a washdown environment. This would include mixers, centrifuge and food conveyors (table and overhead).</p>
<p><i>Target Customers?</i></p>	<p>Target Accounts and Target Industry customers that can be identified by SIC codes in your region.</p>
<p><i>What are the market trends and drivers?</i></p>	<p>The very competitive Variable Speed AC Drive market is characterized by customers who are looking to get more for less. More power, more flexibility, more Global standardization – less size, less weight, less cost. This investment in AC drive technology serves as a reminder to the entire market that Rockwell Automation intends to stay dedicated to advancing AC drive technology. With ongoing investment in our product line we have delivered, and will continue to deliver technologically superior drive designs, while at the same time delivering cost savings to our customers.</p>

<p><i>What are its primary features and benefits?</i></p>	<ul style="list-style-type: none"> • Smaller footprint than comparable TB Woods models. • Meets NEMA 4X/12 and IEC IP66 ratings • Meets National Sanitary Foundation (NSF) Standard • Compatible with all SP600 NEMA1 options and kits • 0.5 to 20HP carried in stock
<p><i>How does it differ from competitive offerings?</i></p>	<ul style="list-style-type: none"> • Cover tamper loops to verify that the gasket seal has not been compromised • Totally sealed operator interface keypad and display
<p><i>What support materials are available?</i></p>	<p>The SP600 family of products are fully supported with product literature - data sheets, Q & A, pricing, and catalog. Commercial collateral is available at www.reliance.com and www.ptplace.com</p>
<p><i>Is training offered?</i></p>	<p>AC Variable Speed Drive product training is included with Variable Speed motor training as part of our standard RSMD training program.</p>
<p><i>Where do I go for ordering, pricing, and application support?</i></p>	<p>Distributors should contact their local Rockwell Automation Sales Engineer. Rockwell Automation Field Sales Engineers should contact their Inside Sales Representative or Marketing Product Specialist for their area.</p>