

## Endress+Hauser and Rockwell Automation to collaborate on Ethernet-APL

### Manufacturer to participate in panel discussion and Products & Technology showcase on Ethernet-APL at Automation Fair, November 10-11, in Houston, TX.

November 2, 2021 – Endress+Hauser and Rockwell Automation will collaborate on Ethernet-APL (Advanced Physical Layer) at Automation Fair, on November 10<sup>th</sup> and 11<sup>th</sup>, in Houston, TX. The automation manufacturer will participate in the APL panel session “PT07” at 9:00am on both days in room 310B and will facilitate an APL demo in the Products & Technology showcase hosted by Rockwell Automation in booth 2313. Subject matter experts will also discuss the future of smart instrumentation, digital transformation, connectivity and Industry 4.0 in Endress+Hauser’s booth 417.

“Two-wire Ethernet will enter the field of process plants as this technology offers simplicity, is futureproof and the basis for digitalization,” said Ryan Williams, Strategic Business Manager, Endress+Hauser USA. “Endress+Hauser strives to be an innovative partner for field devices, training and services to meet our customers’ growing needs of increased functionality, data transparency and optimized workflows.”

Additionally, Endress+Hauser will showcase its latest offering for level (Micropilot FWR30), pressure (new Cerabar and Deltabar line), flow (new Proline 10 family), gas analysis (TDLAS J22 analyzer), its Central Engineering Platform on Endress.com and more in booth 417.

Endress+Hauser subject matter experts will present at Process Solutions User Group:

**Session Title:** “Futureproof Fieldbus with Single Pair Ethernet and Advanced Physical Layer”

**Date/Time:** November 9<sup>th</sup> - 2:45pm-3:45pm

**Location:** 332ABDE

Register for [PSUG here](#).

### About Ethernet-APL

Process plants strive for efficient engineering and plant design, fast start-up and commissioning, producing products with increased efficiency and quality. Trends like digital transformation and Industry 4.0 focus on and reinforce these objectives. The established technologies in the field of process plants already support this but with limitations such as low bandwidth and speed or additional hardware for protocol conversion.

The advanced physical layer for Ethernet, Ethernet-APL, meets the requirements of process plants and brings Ethernet with all its advantages to the field. With Ethernet-APL, digitalization in process plants is fully enabled and benefits are achieved across all life cycle phases.

The leading standard organizations are working together with major industry partners of process industries to specify one single physical layer that meets the requirements of process automation.

### **Key benefits:**

- Reduced engineering effort by less complexity and easy vertical integration from Enterprise down to Field Zone 0/Div 1
- Seamless data access with less hardware and protocol conversion
- Increased plant availability and less plant shutdown by access to data of smart instruments such as self-diagnostics
- Increased production output by more process variables with increased measurement accuracy compared to 4 to 20 mA
- Simple 2-wire technology with power and data over same cable

For more information on Ethernet-APL visit [www.endress.com/apl](http://www.endress.com/apl) or [www.ethernet-apl.org](http://www.ethernet-apl.org).

## **About Endress+Hauser in the U.S.**

Endress+Hauser is a global leader in measurement instrumentation, services and solutions for industrial process engineering. Endress+Hauser provides sensors, instruments, systems and services for level, flow, pressure and temperature measurement as well as data acquisition and analysis. We work closely with the chemical, petrochemical, food & beverage, oil & gas, water & wastewater, power & energy and life sciences. Endress+Hauser supports its customers in optimizing their processes in terms of reliability, safety, economic efficiency and environmental impact. The Group employs nearly 14,000 personnel worldwide and generated [net sales of] more than 2.6 billion euros (2.89 billion U.S. dollars) in 2020.

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## **The Endress+Hauser Group**

Endress+Hauser is a global leader in measurement and automation technology for process and laboratory applications. The family company, headquartered in Reinach, Switzerland, achieved net sales of over 2.6 billion euros in 2020 with a total workforce of 14,000.

Endress+Hauser devices, solutions and services are at home in many industries. Customers thus use them to gain valuable knowledge from their applications. This enables them to improve their products, work economically and at the same time protect people and the environment.

Endress+Hauser is a reliable partner worldwide. Own sales companies in 50 countries as well as representatives in another 70 countries ensure competent support. Production facilities on four continents manufacture quickly and flexibly to the highest quality standards.

Endress+Hauser was founded in 1953 by Georg H Endress and Ludwig Hauser. Ever since, the company has been pushing ahead with the development and use of innovative technologies, now helping to shape the industry's digital transformation. 8,000 patents and applications protect the Group's intellectual property.

For further information, please visit [www.endress.com/media-center](http://www.endress.com/media-center) or [www.endress.com](http://www.endress.com).