

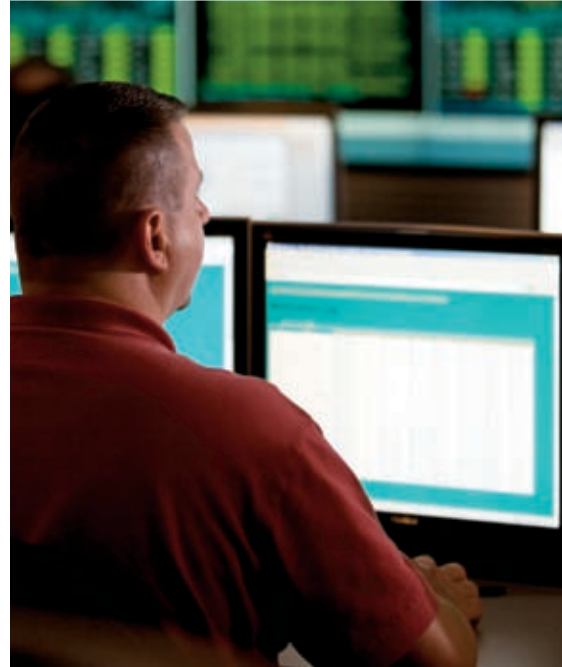
MEETING TOMORROW'S DEMANDS WITH

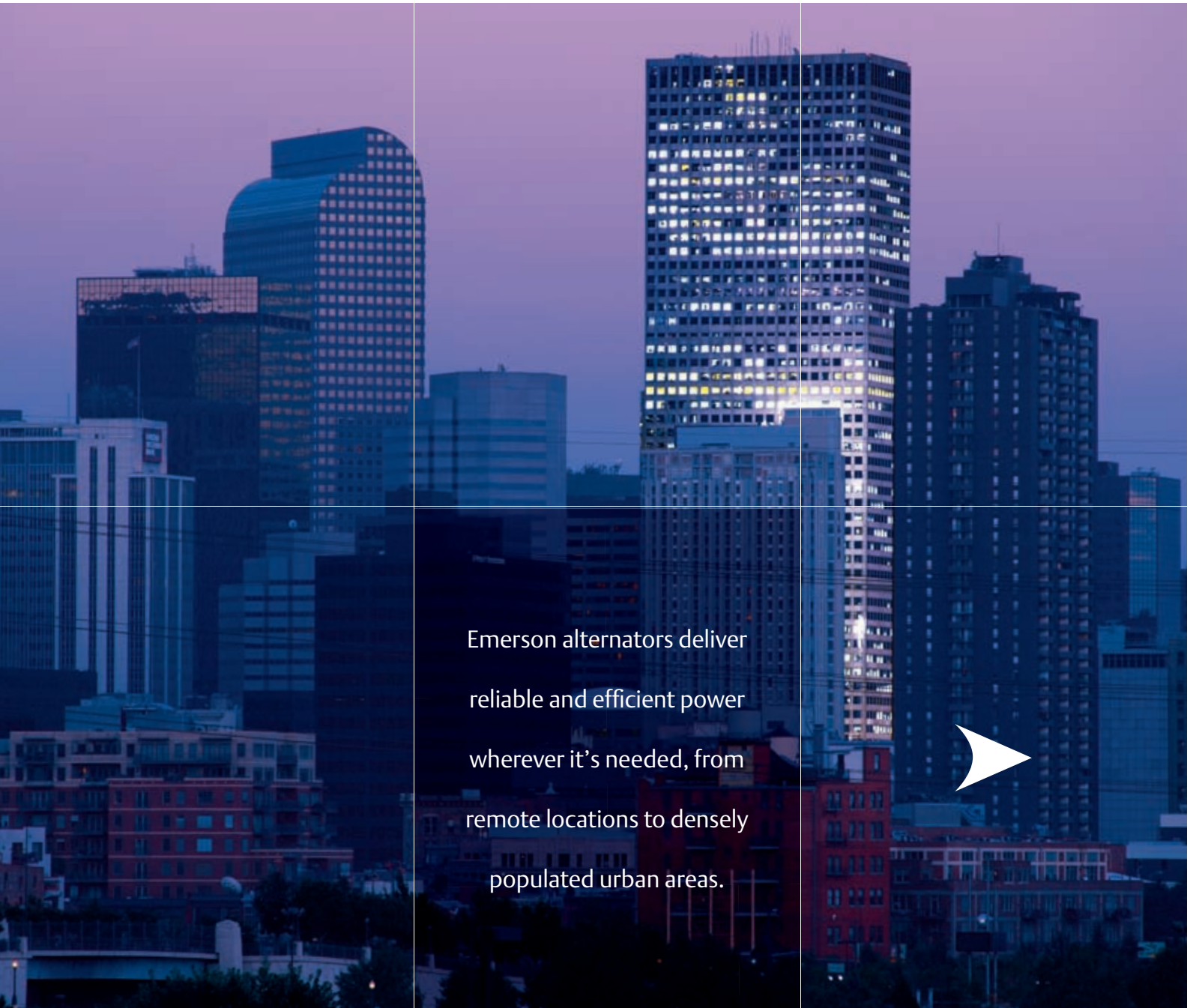
# anticipation

**Emerson Industrial Automation** is actively engaged as the world demands more power for additional lighting, industrial equipment and voice and data networks. At the same time both natural and manmade forces can disrupt that power. Technology is extending further into the developing world, with new power applications like cellular towers requiring electricity many miles from the nearest power grid.

Generator sets, or gensets, act as an emergency backup to critical systems and keep the power on in remote locations. By matching Emerson alternators and switchgear systems with the most appropriate diesel or natural gas engine, the resulting equipment can be used for continuous or standby power with output designed for many different applications.

This aspect of distributed power has been a key driver to Emerson's power generation growth initiative, which was formalized in the mid-'90s. The results of this truly global growth story have been terrific as the business has more than doubled since 2000 and grew over 30 percent in 2007.





Emerson alternators deliver reliable and efficient power wherever it's needed, from remote locations to densely populated urban areas.

