

## **Emerson Industrial Automation Announces Browning® V-Belt Efficiency Calculator iPhone Application**

*Free iPhone Application Provides Users with Instant, Mobile Tool to Calculate Projected Energy Savings*

**ST. LOUIS, July 12, 2010** – Emerson Industrial Automation, a business of Emerson (NYSE: EMR), today announced the release of the new Browning® V-Belt Efficiency Calculator iPhone Application. The application provides users with an improved mobile offering of Browning’s online V-Belt Efficiency Calculator, which allows users to calculate projected energy savings when upgrading from a wrapped V-Belt to a notched V-Belt. By entering key usage data points including geographic location, motor horsepower and days/hours per week, users have the ability to calculate energy savings on-site using the iPhone application. The V-Belt Efficiency Calculator iPhone Application also has a payback calculation feature that gives users the ability to estimate the amount of their return on investment or days to payback.

“For the first time, technicians are receptive to and using instant technology to do everything from taking notes to downloading product information into the palms of their hands. This trend will continue to grow,” says Don Sullivan, senior product manager, Browning Brand V-belt drives. The toolbox of tomorrow is not just handtools and meters – instant access to an arsenal of information is the must-have tool of the future. The purpose of this application is to give maintenance technicians, facility managers and business owners a tool that provides instant access to energy saving product comparison calculations and ROI projections.”

The Browning V-Belt Efficiency Calculator iPhone Application is available to download for use on the iPhone and iPod Touch at no charge through Apple’s online app store. Users may also find the direct link to the application on Browning’s [Facebook](#) page . This application is functional in all of North America.

For more information on the Browning V-Belt calculator or Browning belts, visit [emerson-ept.com](http://emerson-ept.com).

### **About Emerson**

Emerson (NYSE:EMR), based in St. Louis, Missouri (USA), is a global leader in bringing technology and engineering together to provide innovative solutions for customers in industrial, commercial, and consumer markets through its network power, process management, industrial automation, climate technologies, and appliance and tools businesses. Sales in fiscal 2009 were \$20.9 billion. For more information, visit [www.Emerson.com](http://www.Emerson.com).

**About Emerson Industrial Automation**

Emerson Industrial Automation delivers manufacturing solutions designed with leading technologies – including mechanical, electrical and ultrasonic – to provide the most advanced industrial automation possible for numerous and diverse industries worldwide. The company's wide range of products and systems used in manufacturing processes and other equipment includes motion-control systems, plastics joining, precision cleaning, materials-testing equipment, fluid-control valves, alternators, motors, and mechanical power transmission drives and bearings. Emerson Industrial Automation's mechanical power transmission division, headquartered in Florence, Kentucky, consists of Browning®, Jaure®, Kop-Flex®, McGill®, Morse®, Rollway®, Sealmaster® and System Plast® product brands. For more information, please visit [EmersonIndustrialAutomation.com](http://EmersonIndustrialAutomation.com) and [emerson-ept.com](http://emerson-ept.com).