



ITT

Neo-Dyn®

Have Transducers Really Replaced Pressure Switches?

We've all been hearing for decades that pressure transducers are now so inexpensive that they are putting electro-mechanical pressure switches out of business. If this were true, why does ITT Neo-Dyn continue to grow our business! Marketing consultant VDC (Venture Development Corporation) recently published their findings and forecast for worldwide sales of pressure switches. The study shows a CAGR of 3% per year through 2011, increasing from \$965.6M to \$1,121.8M.

The study also asked users to rank the importance of the following, all strengths of ITT Neo-Dyn.

Product Requirements:

1. Accuracy
2. Repeatability
3. Durability
4. Size

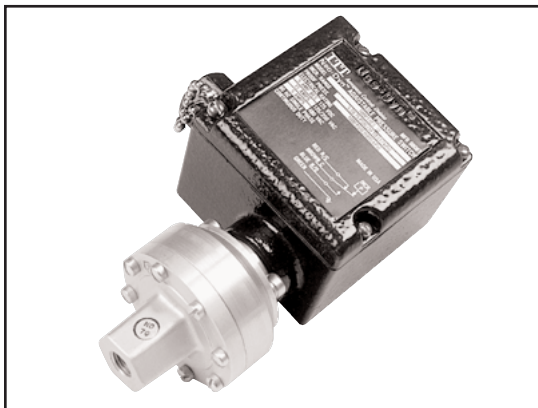
Commercial Requirements:

1. Price
2. Delivery
3. Application Support
4. Experience with Supplier
5. Technical Support

Application Example

A recent application shows that ITT Neo-Dyn continues to sell products in safety/shut down applications. This application is for use on propane transfer pipelines as a redundant fail-safe safety shutdown.

The pressure in the propane pipelines are monitored via pressure transducers which send pressure readings to their operators via their SCADA system. Once these transmitters detect an overpressure condition, they send out an alarm condition. If the situation cannot be corrected by an Operator, and the pressure continues to rise, the next programmed step is for the



transmitter to send a shutdown signal through the control system. Should any part of this analog system fail to shut the system down, they rely on the ITT Neo-Dyn 100P47C6 Pressure Switch to safely shut down the entire system before an event can happen.

This is a very critical application for safety and compliance with API regulations. The customer relies on the accuracy and reliability of ITT Neo-Dyn pressure switches to meet this important need.

Engineered for life

For more information, please visit www.neodyn.com