

User-friendly automation  
starts **HERE**



We have a  
**VISION**

We are a company with a strong commitment to people and technology, something we take to work with us every day. It is reflected in the way we think, the way we do business and in the products we offer. With this in mind, we deliver innovative and reliable application solutions to solve your challenges within industrial communication, control and drive systems as well as visualization. And we do so on a global basis.

**At the end of the day, it's all  
about the user.**

To us, user-friendliness is at the core of every product development. User-friendly products and application solutions help our customers save time and increase efficiency and competitiveness. Over the years, we've pioneered user-friendliness in many ways.

- ▶ **THE WORLD'S FIRST SHORT-HAUL MODEM**  
– Provided the industry easy access to inexpensive data transfer on their own cables
- ▶ **MEDOC PLC PROGRAMMING SOFTWARE**  
– Developed by us in the 1980s and used in millions of Mitsubishi Electric PLC installations in Europe and USA. Simplified PLC programming, taking it from separate programming units to computer software.
- ▶ **THE WORLD'S FIRST HMI WITH TRANSPARENT MODE**  
– Time and cost saving use of operator terminals for PC-PLC communication on-site or remotely during operation
- ▶ **WESTERMO IP TRAIN**  
– Resilient Ethernet communication products built for on-board train applications backed by our unique expertise and experience in the field
- ▶ **IX HMI BASED ON .NET FRAMEWORK**  
– Cuts development time and offers users unparalleled adaptability to their specific applications
- ▶ **SHARED KEY TECHNOLOGIES**  
– iX ,WeOS, CODESYS. Examples of technology that we implement across product lines to increase flexibility for customers and reduce their development time
- ▶ **WEOS – FIRST AND STILL LEADING OPERATING SYSTEM FOR NETWORK PRODUCTS**  
– Graphic interface makes for easy configuration of everything from simple point-to-point to complex routing and firewalls

# A leading provider of user-friendly automation solutions on a global basis.

Leading provider	User-friendly	Automation solutions	Global basis
<p><b>A top supplier of top solutions</b></p> <p>We seek to deliver unparalleled reliability as a partner while offering you truly innovative solutions. Our knowledge of industries and customer applications combined with cutting-edge automation technology and dedication to the highest quality service is fast establishing us as one of the world's leading providers of user-friendly automation solutions. And we want to be your go-to company.</p>	<p><b>Development with you in mind</b></p> <p>We want to increase your profitability by providing you with intuitive automation products and solutions that fit perfectly into dynamic industrial environments and are easy to install, run and maintain. So we focus development on you, with the aim of increasing the efficiency of your work flow. We want to make your ideas as easy to realize as they were to imagine.</p>	<p><b>Solutions for your applications</b></p> <p>Beijer Electronics has over 30 years' experience in the automation business. We understand the challenges you face with automation in dynamic environments. Our in-depth knowledge of automation and understanding of your reality means we can help you increase your efficiency and cut costs. We'll help define the appropriate solution for you and deliver the technology you need.</p>	<p><b>A helping hand wherever you are</b></p> <p>Our global organization can give you the security of first-class service and support wherever you are. We provide a global supply-chain, while local offices mean we're always nearby. You can count on our resources when you're expanding internationally and our market knowledge to help you adapt to local market requirements. So wherever you are, we can lend a helping hand.</p>



# WHAT is in it for you?

Beijer Electronics gives you high-tech industrial automation solutions and support, available on a global basis and compatible with all leading brands of equipment. Simply put, you get products, development and support that will put you in the lead.

## Intuitive products

Enjoy cutting-edge products, designed with the user in focus. Our offer includes the latest technology within robust network solutions, world-class monitoring and control, intuitive HMI and automated drive systems. You'll have application solutions that bring higher productivity, improved working conditions, less energy consumption and reduced costs.

## Specialized development

Our products are designed to fit your application and your business. We're a flexible, cost-efficient supplier to OEM customers and major industry segments like energy and infrastructure while being an expert partner in highly specialized segments like on-board train communication and maritime. You get products that fit your world.

## Global support

Our ability to combine a global product agenda with local market know-how means you can trust us to deliver the right solution, no matter the market or location. With first class sales and support, offices in over twenty countries and industry-specific sales teams, you get our global market knowledge, embracing your market conditions.

**Beijer**  
ELECTRONICS



# Just tell us what you need to do

We have the products to make your ideas as easy to realize as they were to imagine. Our broad product range offers solutions that let you communicate, control, visualize and drive applications.

“ Let your ideas be as easy to realize as they were to imagine.



Communicate



Control



Visualize FLOOR 5



Drive

## User-friendly and robust network solutions

Effective network communication is essential in basically any automated system, from factory automation to traffic management and everything in between. Under our Westermo and Korenix brands, we develop and manufacture world-leading IP-based communication products such as routers, switches, modems and converters to ensure effective network communication in your application.



## World-class monitoring and control

The control system is the intelligence center of your automation system, controlling and optimizing industrial processes to achieve the highest possible efficiency. We offer one of the world’s most extensive control system ranges, from micro and compact systems for smaller machine control to large modular systems for advanced automation facilities, as well as new controller technology such as HMI-based soft controllers and programmable I/O systems.



## Intuitive HMI with the user in focus

The ability to visualize and present data to operators in an intuitive and attractive way is vital for the efficiency of any automated system and is a competitive factor for you. We offer a complete range of HMI products, developed with functionality and ease-of-use in mind, from compact operator panels to large industrial PCs for use in traditional manufacturing, infrastructure, in-vehicle, maritime and other solutions.



## Drive systems for profitability and precision

Automated drive systems increase productivity within industrial processes and prolong the effective lifespan of your machines. Costs are reduced through efficient energy consumption and reduced maintenance needs, improving return on your investment. Our drive system products include soft starters, PLC servo/motion, HMI-based soft motion and a complete offer within frequency inverter technology with full expert backup.





A close-up, low-angle shot of a woman with long, dark brown hair and bangs, smiling broadly. She is wearing a dark blue lanyard with a badge. The background is a bright blue sky with a large white wind turbine out of focus.

# HOW

## do you know we're the partner for you?

The answer's not only in the products we offer, but also in how we do business. As a growing player on the global automation market, we're already fully-fledged experts in our field. You'll find us to be a flexible and knowledgeable partner too.

### **We control our development chain**

At Beijer Electronics, we control the entire development chain from hardware to software, affording us flexibility, independence and a unique speed of response to market needs and trends. Our product development centers are located in Europe, North America and Asia.

### **We understand the business**

We offer products and solutions that emphasize high functionality and user-friendliness, while we combine the latest open technologies with in-depth market knowledge and an understanding of tomorrow's requirements.

### **We listen to you**

Your ideas are part of who we are. We value the input from users, system designers and OEMs with whom we collaborate globally. By listening to you and making use of your local insights, we can create intuitive products that address both your local and broader needs.



# Automation is more than just technology

What makes us different from other players in the same field? At Beijer Electronics, we understand that when it comes to delivering user-friendly, high-tech solutions, technology is only the tip of the iceberg.

“ We don’t see your becoming our partner as an end game, but as the opening move in a winning alliance.



## Innovations that keep you in the lead

Automation is an area of continual and rapid change. So by staying constantly at the forefront of technological development we contribute to our customers’ competitiveness. Again and again, we have proven market and technology leadership with our HMI and industrial communications products and shown our ability to meet your challenges in new and innovative ways.

## Designed and developed with you in focus

When it comes to automation needs, no two customers are ever the same. That’s why we offer you a high degree of flexibility and customization. Deep technical knowledge together with our organizational structure allows us to respond quickly to changing customer needs and trends across the globe.

## Customer support, anywhere, anytime

Buying automation solutions can be a complex process and a major investment in time and money. That’s why you can count on our support all the way from design and project planning to implementation and maintenance. We combine global product knowledge with local support in all our markets, staying close to our customers’ reality.

## Trust through reliability and competence

We offer the kind of close and trusting relationship enjoyed by our customers for over three decades, and that’s created a strong, loyal and growing customer base today. We feel a high level of technical knowledge should always go hand-in-hand with a deep understanding of the industries the products are used in and we offer dedicated teams to pass the benefits on to you.



# WHERE

do you see  
business going?

Wherever you are today, we're close by. Usually closer than you'd think. Beijer Electronics is a truly international company with development, manufacturing, sales and support around the world.

## Your solutions

We offer automation solutions to customers in a wide range of industries, from utilities and infrastructure to transportation and manufacturing. We work with end customers, machine builders, integrators and brand label partners. We want to work with you.

## Your support

You can be sure you're always well looked after. We offer quality support through our own offices and close cooperation with other industrial automation and data communication specialists in more than 60 countries around the world. We can support you locally and internationally.

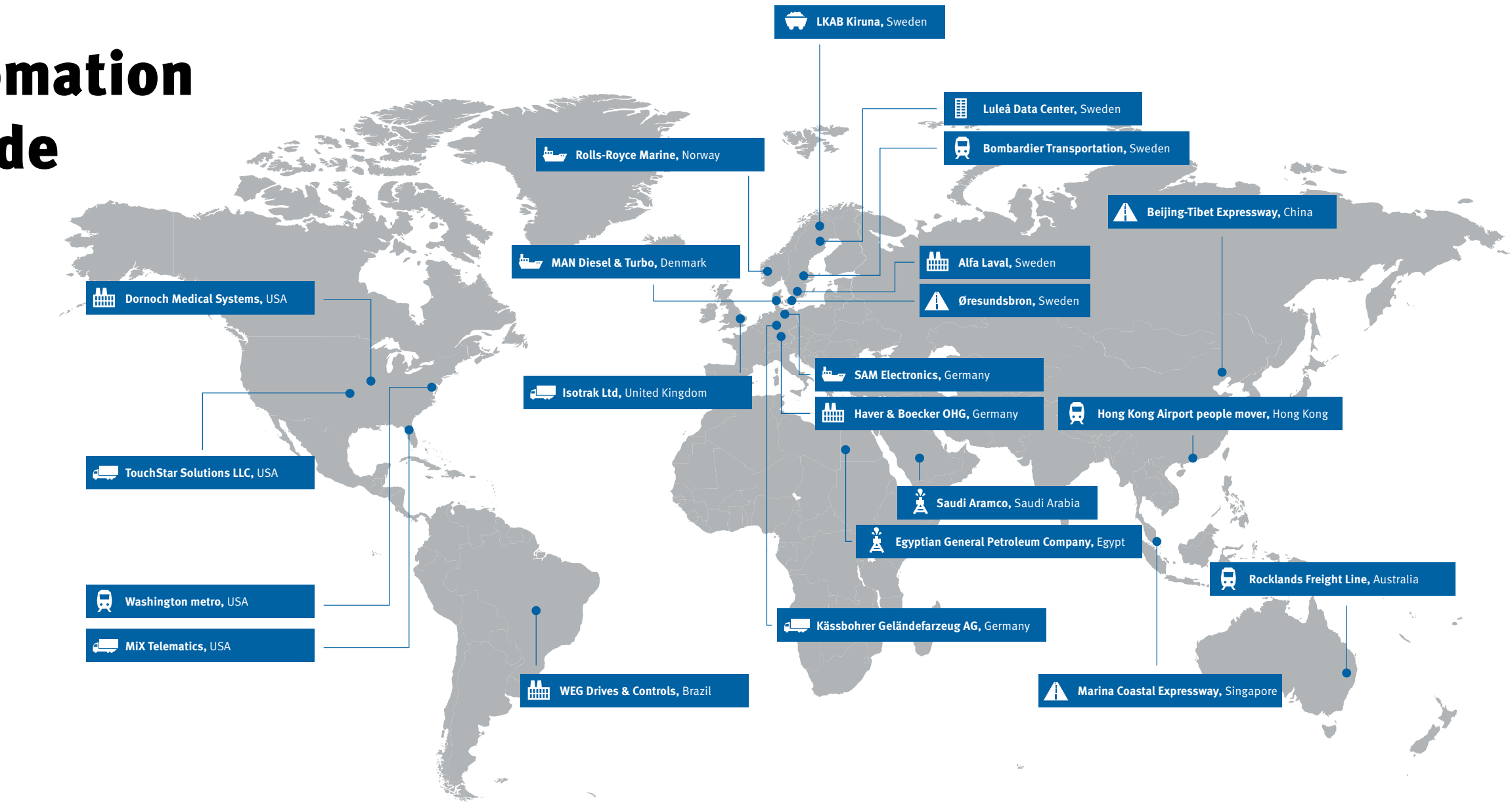
## Your future

Beijer Electronics has grown from a Swedish automation company to a global group with operations the world over. Yet no matter how big or small, our customers always feel at home with us. So wherever you are and wherever you're going, we'd like to think you're going there with us.



# User-friendly automation solutions worldwide

Our customers are found in all sorts of industries and in most parts of the world. Here, we'd like to introduce you to some of the projects we've contributed to and companies that we've helped realize their ideas.



## When they want networks for subway trains

They come to the right place. Our Westermo IP Train solution offers resilient train information systems, carriage scalability and flexibility together with control of network capacity. It is simple to install and maintain while offering unique network functionality that ensures network stability and trouble-free operation.



## When they need reliable engine control on the high seas

They choose Beijer Electronics' robust HMI solutions. Ease of customization, relevant certifications from major nautical associations and rugged, reliable functionality made them the perfect choice, whether mounted on a diesel engine, in the machine room or on the bridge. We supply ready configured HMI solutions and are an active partner in development work.



“ With Beijer Electronics’ solution, we’ve created more desirable products and reduced our development costs

## When they want panels for the open deck of an icebreaker

They come to us. Our operator panels with iX software offer models capable of operating in temperatures from -30 to 70 °C, have IP66 protection and all relevant certifications. The panels meet rigorous maritime regulations. The ability to operate in rugged environments was decisive and they don't get much more rugged than Russian icebreakers.



You'll find us in our own offices in 22 countries and counting, as well as through selected distributors in more than sixty countries around the world.

Argentina	Hungary	Russia
Australia	Iceland	Saudi Arabia
<b>AUSTRIA</b>	<b>INDIA</b>	Serbia
<b>BELGIUM</b>	Indonesia	<b>SINGAPORE</b>
Bolivia	Iran	Slovakia
<b>BRAZIL</b>	Ireland	Slovenia
Canada	Israel	South Africa
Chile	Italy	<b>SOUTH KOREA</b>
China	Japan	Spain
Colombia	<b>LATVIA</b>	Suriname
Croatia	<b>LITHUANIA</b>	<b>SWEDEN</b>
Cyprus	Luxemburg	<b>SWITZERLAND</b>
Czech Republic	<b>MALAYSIA</b>	<b>TAIWAN</b>
<b>DENMARK</b>	Mexico	Thailand
Ecuador	Netherlands	<b>TURKEY</b>
Egypt	<b>NORWAY</b>	<b>UK</b>
<b>ESTONIA</b>	New Zealand	UAE
<b>FINLAND</b>	Paraguay	Uruguay
<b>FRANCE</b>	Peru	<b>USA</b>
<b>GERMANY</b>	Philippines	Venezuela
Greece	Poland	Vietnam
Guyana	Portugal	
Hong Kong	Rumania	

Our own offices highlighted.



# World class, worldwide, your world

Beijer Electronics supplies intuitive, high-tech products, developed for you and backed by our top rate sales and support. World class products, worldwide support and a deep understanding of the world you do business in.

Let’s take the next step together

## About Beijer Electronics

Beijer Electronics is a fast growing technology company with extensive experience of industrial automation and data communication. The company develops and markets competitive products and solutions that focus on the user. Since its start-up in 1981, Beijer Electronics has evolved into a multinational group present in 22 countries and sales of 1,367 MSEK 2012. The company is listed on the NASDAQ OMX Nordic Stockholm Small Cap list under the ticker BELE.

### AUSTRIA

Himberg

### BELGIUM

Chièvres

### BRAZIL

São Paulo

### CHINA

Beijing  
Shanghai  
Shenzhen  
Wuhan  
Zhengzhou

### DENMARK

Roskilde

### ESTONIA

Tallin

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Kempele  
Tampere  
Ulvila  
Vantaa

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Champlan

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Unterensingen  
Waghäusel

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Pune

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Riga

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Kaunas

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Kuala Lumpur

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Stavanger  
Trondheim  
Ålesund

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Singapore

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Seoul

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### USA

Brainerd, MN  
Chicago, IL  
Houston, TX  
Los Angeles, CA  
Porter, IN  
Salt Lake City, UT  
San Diego, CA



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