

WELCOME TO THE NEW LOOK OF COOPER

You've probably noticed that this issue of *The Line* magazine has a very different look to it. This past year, Cooper Industries, Cooper Power Systems' parent company, undertook a brand communications audit to evaluate how we can better communicate the value we bring to our customers. While you may think of Cooper as just Power Systems, a full 85% of Cooper Industries' 2006 \$5.2 billion in annual sales came from electrical products—from outlets to lights to Cooper's more familiar transformers and reclosers.

The output of the study confirmed that Cooper Industries has an opportunity to improve its communications platform to better represent the power of the Cooper brand and improve overall value proposition of Cooper Industries through targeted messaging.

The result is a new Cooper Industries common look and feel communications platform that underscores our world-class brands, worldwide presence, and Cooper Industries' unequalled commitment to our customer's success. We hope you enjoy reading *The Line* magazine in this new format as much as we enjoyed creating it. ■



THE POWER OF NEW PRODUCT DEVELOPMENT

This issue of *The Line* magazine details some exciting new products. Cooper Power Systems has completely revamped our new product development process to impart greater levels of speed and innovation. With an improved, upfront customer focus, followed by a rigorous staged gate technique, customers can expect more industry-leading solutions from Cooper. Our new process has paid off not only in Cooper's traditional product lines but with products coming out of our Energy Automation Solutions business unit, formed from the acquisitions of Cannon Technologies and Cybectec over the past year.

Our OutageAdvisor Fault Detection and Location Solution combines the strength and expertise of Cooper Power Systems, Cybectec and Cannon Technologies to create a simple, cost effective, yet comprehensive remote fault location identification system. Cybectec provides a case study on using IEC 61850, redundancy, and automated event retrieval to substation integration.

The relay product line has been rapidly expanding with the release of four new capacitor bank protection relays and our new R.E.I.D relay. The four new protective relays provide some of the most comprehensive capacitor bank protection available and address externally fused, internally fused, and fuseless capacitor technologies. Meanwhile, cyber security requirements for rotating machines are comprehensively addressed by the new iGR-933 Rotating Equipment Isolation Device (R.E.I.D.) relay, fully tested at the Department of Energy's Idaho National Labs.

Lastly, we dedicated a page to Xcel Energy to congratulate them on their decision to make a strong statement for both the environment and their customers by being the largest investor-owned utility to make a large-scale commitment to use our Envirotemp FR3 soybean-oil-based transformer fluid. ■