

## Sales Primer

### E3 I/O™ - Ethernet I/O Module



#### Purpose

More and more sensors continue to expand into remote environments that demand continuous monitoring and control capabilities. By deploying high density Ethernet enabled I/O modules; customers can easily connect, monitor, and control remote sensors without the need to add costly networking to each sensor or bring individual wires back to the SCADA system or controller.

#### Differentiator

Red Lion's E3 I/O Ethernet-enabled I/O modules feature all-metal housing for deployment in the harshest environments. The integrated two-port Ethernet switch allows for multiple redundant network configurations to ensure data reaches its destination. And, E3 I/O offers an aggressive cost per point price advantage over modular I/O solutions that will make it appeal to many markets.

#### Product Highlights

- 17 different configurations consisting of digital and/or analog I/O
- Ultra-rugged industrial design for deployment in harsh applications
- Easy configuration using Red Lion's Crimson software or the built in web based user interface
- Powerful networking capabilities with dual RJ-45 Ethernet ports and one RS-485 serial port
- UL Listed, ATEX, DNV and ABS certified for reliable operation
- Built-in security blocks unwanted access
- Wide -40° to 75°C operating temperature range

Target Verticals	Key Customers/Contacts
<ul style="list-style-type: none"> <li>• Oil &amp; Gas</li> <li>• Utility &amp; Power</li> <li>• Water/Wastewater</li> <li>• Transportation</li> <li>• Manufacturing</li> </ul>	<ul style="list-style-type: none"> <li>• System Integrators</li> <li>• Manufacturing/Industrial Engineers</li> <li>• Network Operators</li> </ul>

**Leading Questions** Remember to ask your customers the questions below, realizing that the goal is to determine a VALUE, i.e., How much revenue would be lost if systems shut down due to non-industrial equipment failure? How much does it cost to have an IT professional on stand-by if there is a communication issue? This value will, in the majority of cases, easily justify the cost of using E3 I/O modules.

Leading Questions	Answer/ Reasoning
<b>Q</b> Do you require a compact high-density I/O module to monitor equipment or processes?	<b>A</b> Unlike modular solutions, E3 I/O modules have a low cost per point and provide up to 32 I/O points in a small form factor.
<b>Q</b> Would you prefer to wire sensors local to the I/O and have a single home-run cable?	<b>A</b> Installations with local I/O modules save time and money during deployment. Additionally, E3 I/O is rugged and can be deployed closer to sensors and equipment.
<b>Q</b> How critical is the data you're collecting or the process you're monitoring?	<b>A</b> E3 I/O modules have redundant Ethernet network capabilities built-in, ensuring data is delivered where it needs to be.
<b>Q</b> What sort environment are you monitoring?	<b>A</b> With a wide -40° to 75°C operating temperature range, and industry leading certifications, E3 I/O can be deployed in maritime, to potentially explosive environments.
<b>Q</b> If you are connecting I/O modules to local equipment, what is the communication (e.g. serial, Ethernet)? What protocol is used TCP/IP or Modbus?	<b>A</b> RS-485 serial and redundant Ethernet ports are standard on E3 I/O modules. This allows for legacy or new equipment to communicate with the I/O module.
<b>Q</b> Are you monitoring multiple types of I/O in a confined area?	<b>A</b> E3 I/O is available 17 different configurations with a combination of digital and/or analog I/O. Additionally, E3 I/O modules small form factor allows it to be mounted in smaller cabinets with DIN-rail or bulkhead screws.