

## Press release

Vienna, February 3<sup>rd</sup>, 2011

### **LOYTEC: Participation in international industry leading trade fair for building automation AHR EXPO 2011, Las Vegas**

#### **Presentation of new L-INX Automation Servers attracts interest**

AHR EXPO 2011, a worldwide attraction for professionals in the building automation and building management industry, just closed its doors in Las Vegas. LOYTEC once again was present at the show, which with about 1,900 exhibitors from 31 different countries ranks among the world's major exhibitions for heating, ventilation and air conditioning.

The centre of attention was the presentation of the LOYTEC L-INX 150/151 Automation Servers with stackable L-IOB I/O extension modules along with the L-WEB system. L-INX 150/151 Automation Servers can communicate simultaneously in a LonMark System and in a BACnet network. They support the diverse tasks of building automation in single buildings or connected real estate of any size in a versatile way. In addition to their connectivity with LonMark systems and BACnet networks the communication standards DALI, OPC, Modbus and M-Bus are supported. A graphical user interface for operating the system and for visualization is provided to your PC via L-WEB. The servers are equipped with integrated alarming, scheduling, trending and email notification functions, plus integrated web server for configuration of the device and for data point monitoring. The interest in these new products kept the LOYTEC exhibit busy. The US and international public were impressed by the versatility and highly innovative power of the L-INX Automation Servers.

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LOYTEC electronics GmbH  
Blumengasse 35  
A-1170 Wien  
Austria/Europe

Fax: +43 (1) 4020805-99  
<http://www.loytec.com>  
[sales@loytec.com](mailto:sales@loytec.com)

Sales Support:  
Tel: +43 (1) 4020805-0  
Tel: +43 (7667) 889988  
Tel: +49 (209) 1655823

Technical Support:  
Tel: +43 (1) 4020805-100  
Tel: +49 (209) 1776307  
[support@loytec.com](mailto:support@loytec.com)

Bank: Bank Austria Creditanstalt Wien  
Bank Code: 12000  
Account No.: 08645250500  
UID-No. ATU47660703  
FN 182801 a, HG Wien  
DVR-No. 1027701

LOYTEC management, Dr. Dietmar Loy and DI Hans-Jörg Schweinzer, from the company headquarters in Austria were very satisfied not only with the response on their EXPO presentation but also with the development of their US affiliate. LOYTEC Americas was founded early in 2004, is completely under the ownership of LOYTEC electronics in Austria and based in Dallas, Texas, is dedicated to support the US and Canadian market. LOYTEC Americas is responsible for the distribution and sales of LOYTEC products in the North American region and has contributed to the expansion of LOYTECs market presence in North America. Successful contribution in leading trade shows like AHR EXPO represents an important step in the growth process.

"The American market is open minded and ready for technological innovations in the field of building automation making LOYTEC products well received in this market. Efficient use of energy and green buildings have become primary topics. We are facing an extreme amount of interest and curiosity, and the courage to change things," Loy and Schweinzer agree. "Our booth has been really stormed at times and we received many very competent in-depth requests. There's a new direction regarding building automation here, and our products are exactly in line with this trend. The effects of this year's AHR EXPO will keep us busy for some time", Schweinzer adds with an approving nod and smile. "America is definitely ready for a green revolution in building automation."

**Photo caption:**

Picture A: LOYTEC president Hans-Jörg Schweinzer (left) and Daryl Clasen (right), technical sales representative, LOYTEC Americas

Picture B: LOYTEC booth at AHR EXPO 2011: Facing an extreme amount of interest

**About LOYTEC:**

Founded in 1997, LOYTEC electronics GmbH today ranks among the leading European providers of intelligent network infrastructure products for building automation. There LOYTEC sets to open and standardized communication protocols. LOYTEC develops, manufactures and distributes to the world router solutions, embedded Automation Servers, DALI lighting controls, graphic user interfaces, touch panels and gateways. Primary focus is on network solutions for buildings and real estate. Methods provided are remote access and notification, as well as functions for data acquisition, information viewing and data storage. The LOYTEC system is based on a protocol independent approach for decentralized alarming, scheduling and trending.

Product development and manufacturing are located at the Austrian headquarters in Vienna. In addition the company has branch offices in France, Germany and the USA. LOYTEC supplies to more than 80 countries worldwide. Export rate is 99,5 %. Strong partnerships with leading industrial companies and intensive research work in cooperation with universities result in innovative products for customers all around the world. Numerous national and international awards confirm the run of success of this Austrian high tech provider.

LOYTEC products are found in buildings like the Uniqa-Tower, the T-Center or the Vienna Hilton „Am Stadtpark“ in Vienna, the main train station and the German parliament (Reichstag) in Berlin, the regional bank Baden-Württemberg in Stuttgart, the Esprit Arena Düsseldorf, one of the most modern multifunctional stadiums of Europe, the Gallileo Tower in Frankfurt, the RTL-Studios in Cologne, the biggest cruise ship of the world, the "Oasis of the Seas", the fair center Jaarbeurs Utrecht in the Netherlands, II sole 24 ore, the headquarters of Italy's leading financial magazine in Milano, the Governor Rockefeller Empire State Plaza in Albany/New York State, the Dallas Cowboys Stadium in Arlington/Texas, the Wangjing International Commercial Center and the China Reinsurance in Beijing, the Ernst & Young Headquarters in Sidney and many others more.

For questions please contact:

Doris Wiesner  
LOYTEC electronics GmbH  
Blumengasse 35  
1170 Vienna  
Austria/Europe  
dwiesner@loytec.com  
www.loytec.com  
Phone: +43-1-4020805-207  
FAX: +43-1-4020805-99

Further information as well as visual materials can be sent to you gladly on request.

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