THE FUTURE OF INDUSTRIAL AUTOMATION

Looking Ahead to ODVA’s 18th Term
### 18th Term at a Glance

#### Key Pacing Internal Activities

<table>
<thead>
<tr>
<th>Event</th>
<th>2015Q4</th>
<th>2016Q1</th>
<th>2016Q2</th>
<th>2016Q3</th>
<th>2016Q4</th>
<th>2017Q1</th>
<th>2017Q2</th>
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<tbody>
<tr>
<td>17th Annual Meeting of the ODVA Board of Directors</td>
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<td>2015 Industry Conference &amp; 17th Annual Meeting of Members</td>
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<td>2017 Industry Conference &amp; 18th Annual Meeting of Members</td>
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**Remarks:** Schedule for Regular Meeting of the Board TBD
Leadership in the 18th Term: Board of Directors

Michael Höing
Weidmüller Interface

Dr. Jürgen Weinhofer
Rockwell Automation

Dr. Thomas Bürger
Bosch Rexroth

Fabrice Jadot
Schneider Electric

Dr. Rolf Birkhofer
Endress+Hauser

Masuru Takeuchi
Omron

Tony Shakib
Cisco Systems
Leadership in the 18th Term: Officers

- President and Executive Director – Katherine Voss
- Chief Technology Officer – Joakim Wiberg
- Secretary – Christopher Lynch
- Treasurer – Jürgen Weinhofer
Leadership in the 18th Term: Technical Review Board

1. Rudy Belliardi – returning for a successive term
2. Paul Didier – returning for a successive term
3. Dr. Jörg Hähniche – returning for a successive term
4. Dr. Ludwig Leurs – returning for a successive term
5. Shinji Murayama – joining for an initial term
6. Eric Scott – returning for a successive term
7. Dave VanGompel – returning for a successive term
8. Joakim Wiberg, Chairperson – returning for a successive term
Leadership: Gone but Not Forgotten

- Ikuo Tateishi
- Kent Howard
- Rich Jackson

... and a special thanks to...
Leadership

Returning to his full-time day job as . .

. . .Manager of Connectivity Technology
Eaton Electrical

Rich Harwell
Leadership: Gone but Not Forgotten

Rich Harwell
extraordinary commitment
Announcements

Brand Architecture and Logo Marks
Refresher from 16th Annual Meeting of Members

Announcements

Marketing Communications Plan

Paid Media

Owned Media

Earned Media

Shared Media

Messaging

Brand Refresh

Brand Architecture and Logos

The Plan on a Page

(*) = big bets
Refresher from 16th Annual Meeting of Members

Announcements

Marketing Communications Plan

New Look at www.odva.org
Web Presence in the 18th Term

Ending October 16, 2015 at 14:00 Eastern Daylight Savings Time
Web Presence in the 18th Term

Timeline

<table>
<thead>
<tr>
<th>Date</th>
<th>Event Description</th>
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<tbody>
<tr>
<td>October 9</td>
<td>Review, Testing, Links, Final Content Additions</td>
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<tr>
<td>October 12</td>
<td>Site Reveal! to Members at ODVA 2015 Industry Conference</td>
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<td>October 13</td>
<td>New odva.org and subdomains functional (except MEMBERPLACE)</td>
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<td>October 14</td>
<td>LIVE preview to Board</td>
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<td>October 15</td>
<td>LIVE demo to Members of MARKETPLACE</td>
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<td>October 16</td>
<td>LIVE demo to TRB</td>
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<tr>
<td>Oct 19-31</td>
<td>Member Feedback Phase 2 Project Planning and Implementation</td>
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<td>Nov - Dec</td>
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Countdown to October 16, 2015 at 17:00 Eastern Daylight Savings Time
Objectives

• Refresh the look and messaging
• Project a voice that speaks to industry engagement and adoption first and talks about ODVA second
• Update the technology used to develop and manage the website
• Make the information easier to find
• Group information in areas that speak to different persona (e.g., users, developers)
Web Presence in the 18th Term

Grouping of Content to Speak to Persona Groups
- Technology and Standards
- MARKETPLACE
- Optimization 4.0
- Happenings
- KNOW-HOW HUB
- Contact ODVA

Omnipresent
- About ODVA
- Submit Order
- Publication Download
- Join ODVA
- MEMBERPLACE
Web Presence in the 18th Term

Grouping of Content to Speak to Persona Groups

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Selective localization
In these areas
Web Presence in the 18th Term

Optimization 4.0™

The message platform in the 18th Term to bring together ODVA’s Optimization Initiatives under a unified framework

Industrial Cybersecurity • Energy Usage • Machine Integration • Process Integration
20 years in the making,

is now

THE FUTURE OF INDUSTRIAL AUTOMATION