



## SCHWEITZER ENGINEERING LABORATORIES, INC.

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### FOR IMMEDIATE RELEASE

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### **Lower Price Achieved on SEL-3354 Computing Platform**

PULLMAN, WA — February 9, 2011 — Schweitzer Engineering Laboratories, Inc. (SEL) today announced a price reduction of 20 percent on its popular SEL-3354 Embedded Automation Computing Platform. The computing platform is now available for \$2,800.

The SEL-3354's new lower base price results from improved manufacturability and quantities of scale. As part of SEL's commitment to lead the industry in price, quality, features, innovation, delivery, and service, the company constantly strives to reduce the cost of product development and manufacture in ways that also improve product quality. Cost reductions, such as those to the SEL-3354, result in lower prices for customers and broader ranges of application.

The SEL-3354, first offered in 2009 to withstand the harsh environments and temperatures of utility substations and industrial control and automation systems. By eliminating all moving parts, including rotating hard drives and fans, and by automatically correcting soft bit errors at run time with ECC memory, the SEL-3354 achieves a mean time between failures (MTBF) of over 100 years. This is ten times the MTBF of typical industrial computers.

“We design our industrial-grade computers for long service life and installation in harsh environments,” said SEL Vice President of Research and Development Dave Whitehead. “This is a computer that you can use for well over ten years, which, especially given the new price, minimizes the total cost of ownership. It does everything that you need an industrial computer to do, all without maintenance or service.”

Designed, manufactured, and tested to the same standards as our protective relays (it meets IEEE 1613, IEEE C37.90, and IEC 60255 Protective Relay Standards), every SEL-3354 comes with a “no-questions-asked,” ten-year, worldwide warranty. The SEL-3354 also offers the widest operating temperature range of any computer on the market.

For more information about the SEL-3354, including application guides and ordering information, please visit [www.selinc.com/p129](http://www.selinc.com/p129).

SEL serves the power industry worldwide through the design, manufacture, supply, and support of products and services for power system protection, monitoring, control, automation, and metering. SEL offers unmatched local technical support, a worldwide, ten-year product warranty, and a commitment to making electric power safer, more reliable, and more economical.

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