

**Treetech introduces a new family of sensors
at the 2010 IEEE T&D Conference and Exposition**

Treetech has chosen the 2010 IEEE T&D Conference and Exposition to introduce its new family of sensors, the new version of the SIGMA4WEB and SAM (Smart Asset Management TM), Substation Management Solutions, all compatible with the Smart Grid concept. With a 36m² booth, the company was one of the few companies from Brazil to take part in the main GTD event in the Americas, from 19 through 22 April in New Orleans, Louisiana, USA.

This is the fourth time Treetech takes part in IEEE. The company's board was represented by Cátia Pedrosa, managing officer, Gilberto Amorim, CMO, and Marcos Alves, Technical Manager plus a team of Treetech collaborators.

"Our purpose, coming to the Fair, was to introduce to the American users functions that adapt to the American market's specific needs," said Gilberto Amorim. "These innovative products and services, the stand size and the number of team participants showed that Treetech came to the American market to stay," he complemented. And the market at the 2010 IEEE has noticed that and reacted positively to the company's proposal. So much so that, In May, "we will return to the US to follow up on the several contacts established ."

Visit to Georgia

"Beside contacts with clients, we had the chance to meet potential business partners and contact the network of local representatives and distributors," says Cátia Pedrosa. According to the director, "the strong presence of Treetech in the 2010 IEEE has also shown the company is willing to do business overseas by executing supply contracts and opening offices abroad.

Treetech has been invited by the Georgia Department of Economic Development to open an office in that state, in the U.S., and is planning to do it still in 2010. For this reason, a little before IEEE, Cátia Pedrosa and Gilberto Amorim visited the capital of the State of Georgia, where they met with potential clients and partners. "We intend to open an office there to give more support to the clients in the U.S., in Mexico and in Canada," she explains.

Smart Sensors

The products introduced at the 2010 IEEE by Treotech belong to the new family of smart sensors (Smart Devices™) for detection of failure in substation equipment, such as transformers, circuit breakers, isolating switches and voltage regulators. In addition to incorporating important technology novelties which bring about new functionalities and stand out due to their better connectivity – Webpage and onboard database resources – and to being compact, economic and easily installed.

“This means that, in addition to meeting electric power utility needs, we cater to the consumer industry, which uses smaller transformers,” says Marcos Alves, Technical Manager at Treotech.

Sigma4web™

Treotech is also introducing the SIGMA™ modular software enhanced version. This software is used to manage and process the collected data to obtain the respective diagnostics. SIGMA gathers all substation equipment in the same company platform and monitors the system operating conditions.

SAM – Smart Asset Management™

The SAM™ -- or consulting services for data management, analysis, and proposal of solutions for eventual failure using smart sensors and SIGMA software -- complete the list of new products Treotech is introducing.

“Treotech has positively surprised everyone by introducing the SAM , because there is no similar service available in the American market,” says Amorim. With the SAM, “both operators and managers of electric substations will count from now on with management by Treotech’s multidisciplinary team, based on knowledge and experience of over 35 years in the electric sector”.