

## FOR IMMEDIATE RELEASE

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### **Modbus-IDA Elects Two New Board Members**

Hopkinton, MA (July 20, 2004) — At its June 2004 Annual Meeting, Modbus-IDA elected two new members to its Board of Directors. Fred Cohn, director of marketing, Schneider Electric, and Jean-Jacques Poubeau, vice-president, major systems programs customer & markets division, Schneider Electric, joined the Board.

Since 2001, Fred Cohn has been responsible for strategic marketing at Schneider, where he developed a three-year roadmap for the automation business unit. He has since taken over operational product marketing including product direction, product management, and product support functions. In 2004, Fred was named head of the Ethernet systems business team responsible for product management, project management, and product direction for Ethernet products in Schneider Electric.

Jean-Jacques Poubeau joined Telemecanique in 1981. Today, he is vice-president, major systems programs within the customer & markets division of Schneider Electric, developing the strategy, offer creation and deployment of major programs that deliver the systems required to meet complex customer needs.

“The Modbus-IDA Board is further strengthened by the addition of Dr. Poubeau and Mr. Cohn, who will contribute to the development of the organization’s vision and strategy for supporting and enhancing the growth in use and further development of the ubiquitous Modbus protocol,” commented Ken Crater, president of Modbus-IDA.

Modbus-IDA is headquartered in the United States. The organization is a group of independent users and suppliers of automation devices that seeks to drive the adoption of the Modbus communication protocol suite and the evolution to address architectures for distributed automation systems across multiple market segments. Modbus-IDA provides the infrastructure to obtain and share information about the protocols, their application and certification to simplify implementation by users. Additional information about Modbus-IDA may be found on the organization's website: [www.modbus-ida.org](http://www.modbus-ida.org).

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