2011 Style Guide

AMERICAN AUTO-MATRIX®
SMART BUILDING SOLUTIONS®

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Introduction

The visual identity of American Auto-Matrix (AAM) is an integral part of its image. The image of the company is expressed not only in the name, logo and colors of its stationery and signage, but in all printed and online material concerning each of the products, as well as the communications between employees, customers, and Solution Integrators. This guide presents the key elements of the AAM corporate visual identity and the guidelines for their use.

In order to be as effective as possible, the visual identity must be consistent. This can only be achieved if the rules and specifications are observed. All communication materials must adhere to the standards set forth in this Corporate Style Guide. No deviation should be made from the standards in this manual without approval from the American Auto-Matrix Marketing Department.

If you have any questions with regard to any of the information presented in this guide, please contact AAM Marketing at 724-733-2000 or by email at marketing@aamatrix.com.

Trademark

AAM visual identities and product names are registered as a trademark. They are protected and cannot be amended or defaced.

Company Name and Representation

The registered, trademarked, and legal name of the company is:
Jordan Acquisition Group, LLC D.B.A. American Auto-Matrix

As a registered trademark, the name can appear:
American Auto-Matrix®
Auto-Matrix®

American Auto-Matrix has a main tag line:
Smart Building Solutions®

The company name (tag lines optional) appears this way on business cards, stationery, marketing literature, and all binding communications.

The company can be abbreviated as “AAM” but only after the name American Auto-Matrix (AAM) appears first.

The company main contact information is:
One Technology Lane
Export, PA 15632 USA
Tel: 724-733-2000
Fax: 724-327-6124
http://www.aamatrix.com

American Auto-Matrix Master Logo

When an organization has multiple products, it is important to ensure that the branding and visual representation is consistent and strong. This means avoiding multiple conflicting messages and images, including logos. Without a Master Logo, the American Auto-Matrix brand would become diluted and inconsistent.

The position of the Master Logo should always be placed in the lower right hand corner of documents or as a second option in the top left corner. The logo appears on the front of all materials and is not to exceed 30% of the art. The master logo may or may not use the "Smart Building Solutions" Tag (SBS Tag) or Rocket "A", but must appear on all product documentation, labels, or electronic communication. The master logo also requires the use of the "Registered Trademark Symbol" for both the American Auto-Matrix logo and Smart Building Solution Tag. Examples of logo use are shown in this style guide.

AAM Master Logo:

Smart Building Solutions®

The tag "Smart Building Solutions" is a registered Trademark of American Auto-Matrix. The "Smart Building Solutions" tag may or may not be used with the American Auto-Matrix master logo. Use of the SBS tag is at the discretion of the project team and or designer. If the tag is used it must be accompanied by a ® symbol when it appears with the AAM Master logo in a document. The tag should be centered under the master logo and may or may not have a shadow behind it. Typically, the tag should be in red (PMS 199) or the CMYK or RGB equivalent shown on page 5. In the case of a colored background where the red version is not clearly visible, a white version may be used.

Note: If the tag "Smart Building Solutions" is to appear as written text it must be accompanied by a ® symbol in its first appearance. After the initial appearance it will appear with initial caps as "Smart Building Solutions" without the ® symbol.

American Auto-Matrix Master Logo Variants

AAM logo on a white background

AAM logo on a blue background

AAM logo on a black background

AAM logo on a gray background

Additional Trademarks Of AAM

Solution Integrator®

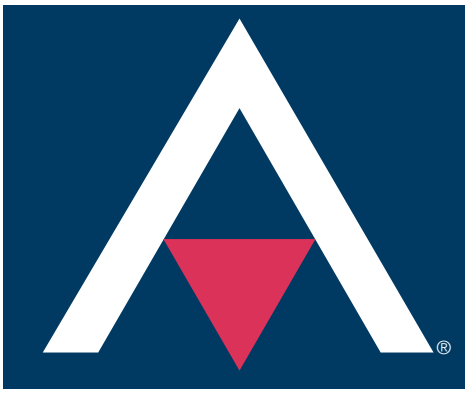
The term Solution Integrator is a registered Trademark of American Auto-Matrix. While there is no logo for Solution Integrator, the term itself must be accompanied by a ® symbol in the first written appearance in a document. After the first appearance, the term may be abbreviated “SI” or written as Solution Integrator without the ® symbol.

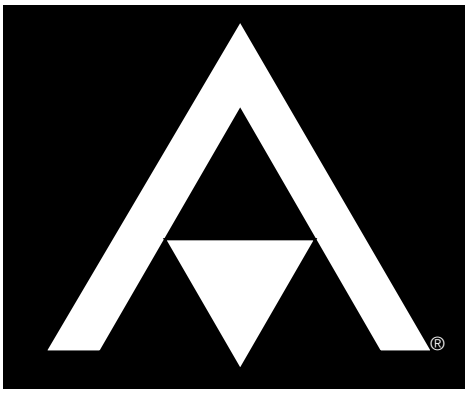
American Auto-Matrix Rocket-A Logo

The “Rocket-A” should be accompanied by a Registered Trademark Symbol. This symbol should be used in conjunction with the AAM master logo, and not as a stand alone identifier for AAM. Position of the “Rocket-A” should generally be placed in either the top right hand corner of documents or in the top left corner. The “Rocket-A” should never be used in place of the Master Logo.

® The “Rocket-A” is the primary identifier “bug” for AAM.

American Auto-Matrix Rocket-A logo Variants





American Auto-Matrix
Logo and “Rocket A” Colors

PMS 2965
C100, M38, Y0, K69
R0, G43, B71

PMS 199
C0, M100, Y65, K0
R227, G25, B82

Additional American Auto-Matrix Logos

American Auto-Matrix uses a variety of logos to identify its products and company divisions. While each logo is unique, they each contain elements related to the Master AAM Logo. The following American Auto-Matrix Product Logos use the “Rocket-A”. Sizes of these logos can vary.

AAM TOOLBOX™

AUTO-FLOW®

AUTO-PILOT®

NATIVE SERIES™

INTEGRA®

AAM EXTRAS™ CONTROL COMPONENTS

MATRIX™

SAGE®

SAGEMAX™

KeyMaster®

ASPECT®

ASPECT®

ASPECT®

ASPECT®

SMART one™

American Auto-Matrix Product Logo Colors

PMS 2965
C100, M38, Y0, K69
R0, G43, B71

PMS 199
C0, M100, Y65, K0
R227, G25, B82

PMS 362
C76, M0, Y100, K11
R32, G164, B44

PMS 145
C0, M47, Y100, K9
R210, G132, B0

PMS 549
C52, M6, Y0, K25
R102, G161, B196

PMS 116
C0, M15, Y94, K0
R255, G219, B0

AspectFT Logo Usage

AspectFT must be written as “AspectFT”. When referring to any of the product variants in writing, it must be written as AspectFT-Matrix, AspectFT-Facility, AspectFT-Nexus or AspectFT-Enterprise. The only exception where AspectFT-XXXX is not used is in the case of Aspect Studio. The first appearance of AspectFT must be accompanied by a ®.

In the case of Multiple AspectFT products, those products should be referred to as Multiple AspectFT-XXX devices.

The position of the AspectFT Master Logo should generally be placed in the center header of data sheets or brochures with the American Auto-Matrix Logo in the upper left corner. As a second option, the AAM Master Logo can appear in the lower right of the document. The AAM Master Logo should be roughly one-quarter size of the AspectFT logo.

AspectFT Master Logo

Acceptable AspectFT Product Variant logo accompanied by a ®

AspectFT-Enterprise

AspectFT-Facility or AspectFT-Nexus

AspectFT-Matrix

Aspect Studio

AspectFT Product Colors

PMS 362
C76, M0, Y100, K11
R32, G164, B44

PMS 145
C0, M47, Y100, K9
R210, G132, B0

PMS 549
C52, M6, Y0, K25
R102, G161, B196

PMS 199
C0, M100, Y65, K0
R227, G25, B82

SmartOne Logo Usage

SmartOne is always to be written as “SmartOne” and have a “TM” after the first reference in a document. The product line is never to be referenced as Smart One or Smart Ones. In the case of multiple SmartOne products, those devices should be referred to as SmartOnes, Multiple SmartOne Controls or Multiple SmartOne Devices. In all cases the SmartOne Logo must be accompanied by a “TM”

If the SmartOne logo is used on a white background, the Blue version must be used.

If the SmartOne logo is used on a colored background, the white version can be used.

The SmartOne bug is an identifier that can be associated with or without the SmartOne logo. This identifier cannot be used as a substitute for the logo. When appearing by itself it must be accompanied with a “TM” after the art.

PMS 362
C76, M0, Y100, K11
R32, G164, B44

PMS 2965
C100, M38, Y0, K69
R0, G43, B71

Typography

When using approved fonts all fonts should either be 100% Black or 75% Black.

Avant Garde Family
Used in various AAM logos and labels

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

Gill Sans Family
Can be used in literature and documentation
Represents the primary font for SmartOne

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

Helvetica Neue Family
Can be used in literature and documentation
Represents the primary font for AspectFT

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

Glasgow
Can be used in literature and documentation
Represents the primary font for NB and SBC products

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

Calibri
Can be used in correspondence, letters, mailers or email

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

Trebuchet
Can be used in correspondence, letters, mailers or email

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

Web Fonts

AAMatrix.com-Lucida Grande, Verdana

BACnet Control- Arial, Helvetica

Online Engineering Applications Guide- Arial, Verdana

Data Sheets

American Auto-Matrix has data sheets for all products. These data sheets contain information such as:

- Company Name
- Product Name
- Overview
- Features
- Images
- System Architecture
- Logos
- Legal Information
- Part Number

The data sheets follow a similar layout (displayed on the following pages) as well as color coordination based on product technology:

- HVAC/PUP - Blue
- Native BACnet -Yellow
- Critical Environments - Orange
- AspectFT - Blue, Green, Orange, Red
- SmartOne - Blue and Green

Data Sheet Breakdown and Colors

SBC

- DX1
- GC1
- GX1
- IFC-SSB-425
- IX1
- MC1
- SageMAX
- SBC-ASC(e)
- SBC-GPC1
- SBC-GPC2
- SBC-GPC3
- SBC-SD
- SBC-STAT
- SBC-V3T
- SBC-VAV
- Integra IT-500
- Integra IT-600
- Integra Virtual Area Controller
- Integra Supervisor

Auto-Flow Critical Environments

- NB-GPC-FHC/FHC-SD
- SBC-GPC-FHC/FHC-SD
- AF-ACT
- AF-AFP
- AF-DPR-A
- AF-DPR-AP
- AF-FTR
- AF-FVR
- AF-HC2
- AF-IPP
- AF-LC1
- AF-LC2
- AF-PPP
- AF-SPR
- AF-XPP
- AF-SPP
- AF-SPS

Native BACnet

- NB-ASC(e)
- NB-GPC1
- NB-GPC2
- NB-GPC3
- NB-GPC4
- IOX1-1
- IOX1-2
- IOX2-1
- IOX2-2
- NB-SD
- NB-STAT
- NB-V3T
- NB-VAV
- MATRIX-BBO Router

AspectFT

- AspectFT-Matrix
- AspectFT-Facility
- AspectFT-Nexus
- AspectFT-Enterprise
- Aspect Studio

Distribution Products

- SmartOne
- BBC-SD

When a data sheet is updated, it needs to be placed on the toolbox, website, and Online Engineering Applications Guide as well as printed and placed in the literature racks.

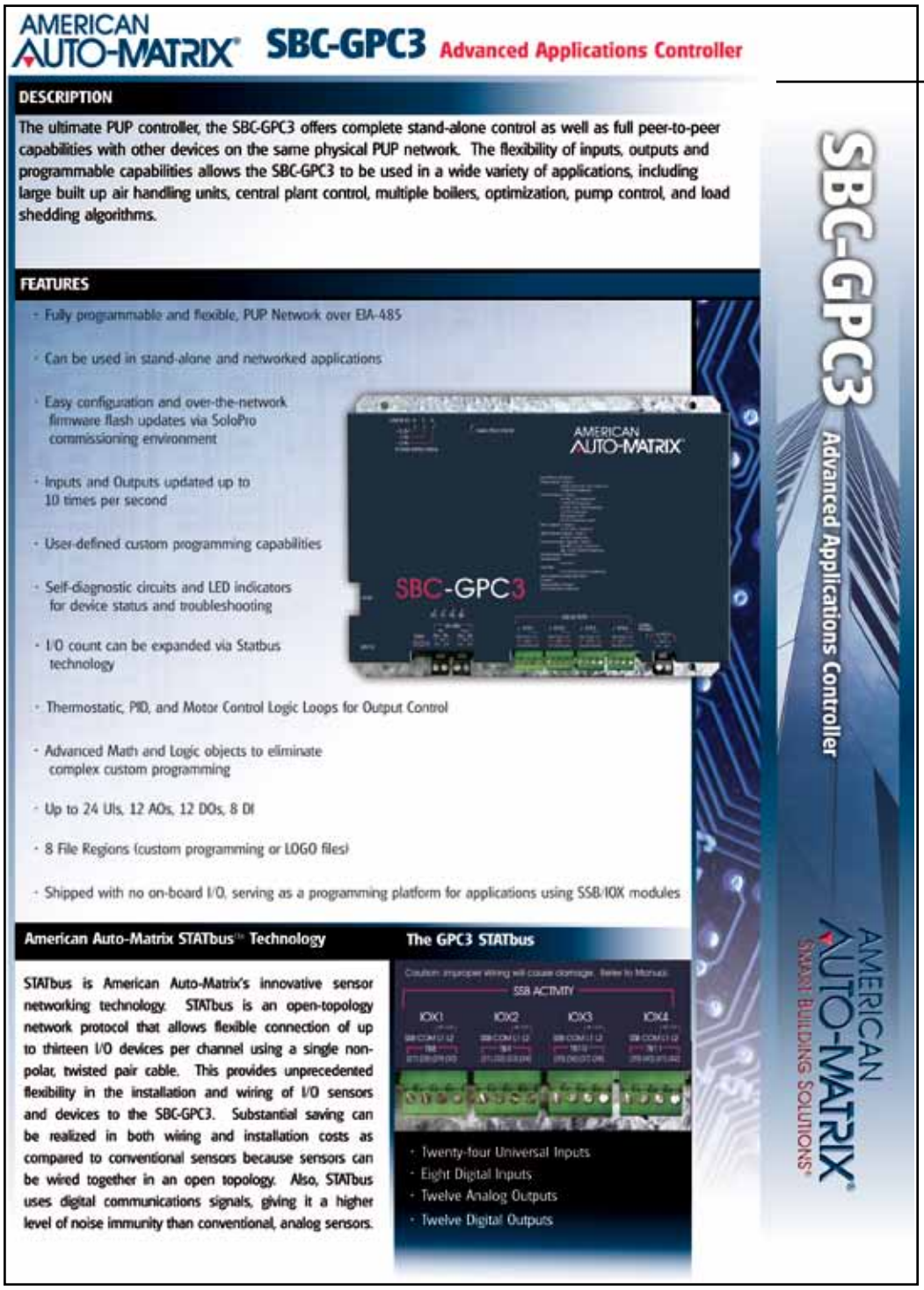
The data sheet should also be placed in the Production Ready folder. Any previous versions should be moved to an “old” folder within the data sheets folder on the Marketing Drive.

SBC Data Sheets

Corporate Logo

Product Name and Description

Product Description and Features



Corporate Logo

Product Name and Description

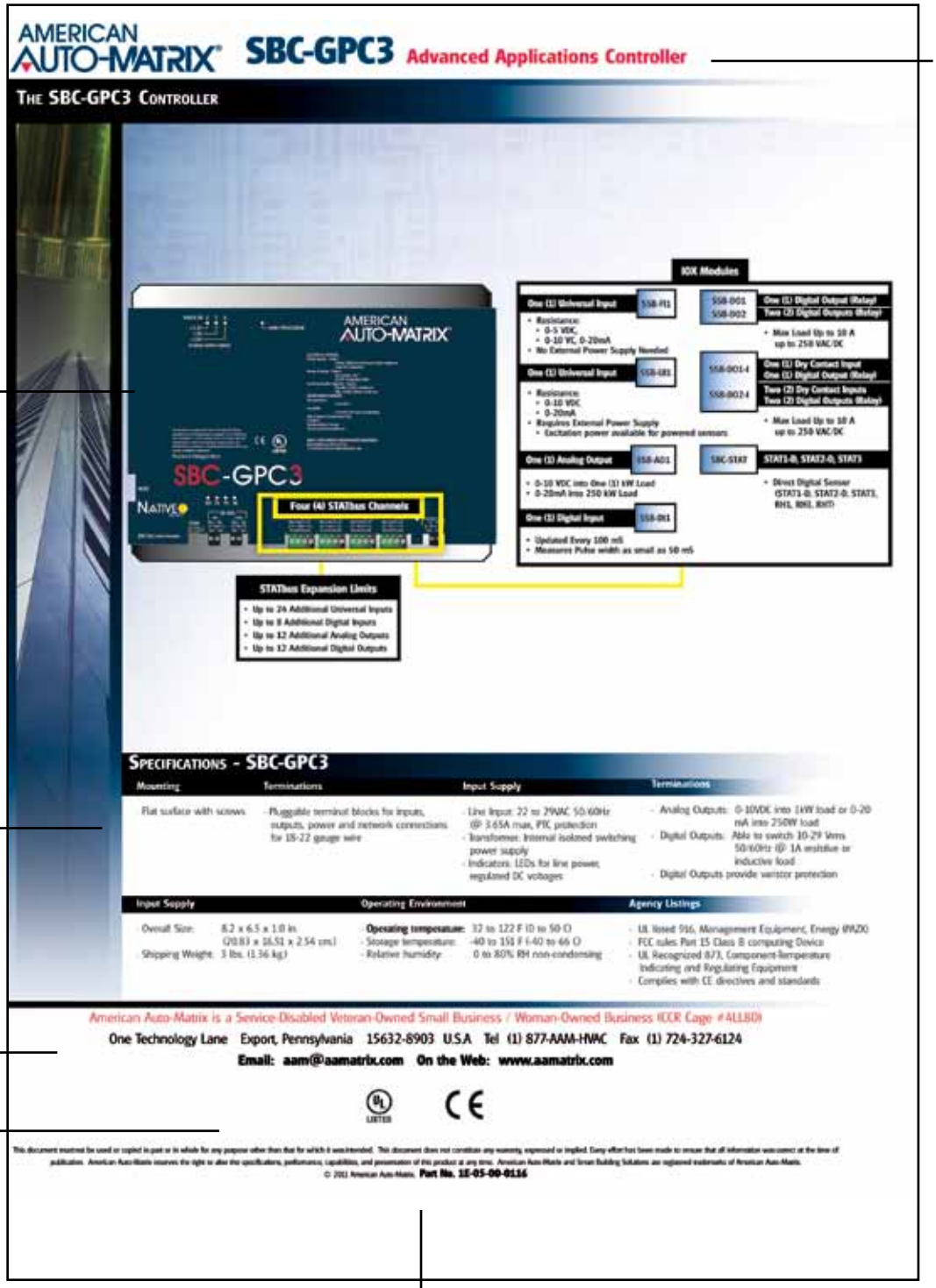
Product Detail

Product Specifications

Contact Info

Agency Listings

Legal Info



Native BACnet Data Sheets

Corporate Logo

Product Name and Description

Product Description and Features

AMERICAN AUTO-MATRIX® **NB-GPC1** **Advanced Applications Controller**

DESCRIPTION

As a member of the GPC Product Family, the NB-GPC1 is a fully programmable, networkable, and expandable BACnet Advanced Application Controller (B-AAC). The device is designed to provide hardware and software flexibility using onboard I/O and STATbus - AAM's innovative sensor networking technology.

The NB-GPC1 can be used in a wide variety of applications that require stand-alone control, as well as full peer-to-peer capabilities with other devices on the BACnet network. The hardware platform includes status LEDs for power, communications, output status, and other features helpful for field usage. All NB-GPC products comply with the ANSI/ASHRAE BACnet Standard and are BTL-listed as B-AAC profile devices.

FEATURES

GPC Technology features built-in logic blocks that enable you to create and implement functional and scalable program routines without having to write a single instance of line-by-line programming.

- **10 BACnet Schedule objects and 4 BACnet Calendar objects**
  - Supports dynamic and flexible weekly and exception scheduling control.
- **4 Notification Class objects**
  - Define destinations to where object alarms and events are sent.
- **16 PID Loop objects**
  - Provides standard closed loop analog control with flexible setpoint scheduling.
- **24 Thermostatic Loop objects**
  - Provides closed loop, thermostatic (on/off) control with seasonal and schedule control.
- **6 Pulse Pair PID Loop objects**
  - Provides closed loop paired-output control with flexible setpoint scheduling.
- **8 Math objects**
  - Add, Subtract, Multiply, Divide, Min, Max, and Average.
- **16 Logic objects**
  - Provides general Boolean logic operations.
- **12 Min/Max/Average objects**
  - Provides min, max, and average values.
- **4 Enthalpy objects**
  - Provides dedicated Enthalpy calculation.
- **12 Scaling objects**
  - Provides linear interpolation between two defined scales and outputs the result.
- **12 Input Select objects**
  - Provides the ability to choose "one or other" based on built-in Boolean logic.
- **4 Staging objects**
  - Supports for up to 8 stages each with runtime usage, lead lag, and other features.
- **32 Remap objects**
  - Provides support for re-directing values within internal logic.
- **8 Netmap objects**
  - Supports reading and writing information to/from other BACnet devices.
- **8 Broadcast objects**
  - Provides support for transporting key data to multiple devices and networks.
- **1 Comm Status object**
  - Provides the ability to allow custom operations based on network health.
- **1 Season object**
  - Used to determine summer/winter modes for seasonal setpoint control on loops

SPL Line By Line Programming Support

- **8 SPL Program Regions**
  - 8kb per program - provides BASIC-style programming capabilities.

Data Storage

- **Analog Value and Binary Value objects**
  - 24 of each type supported with alarming and command prioritization support.

NB-GPC1 Advanced Applications Controller

AMERICAN AUTO-MATRIX® SMART BUILDING SOLUTIONS®

Corporate Logo

Product Name and Description

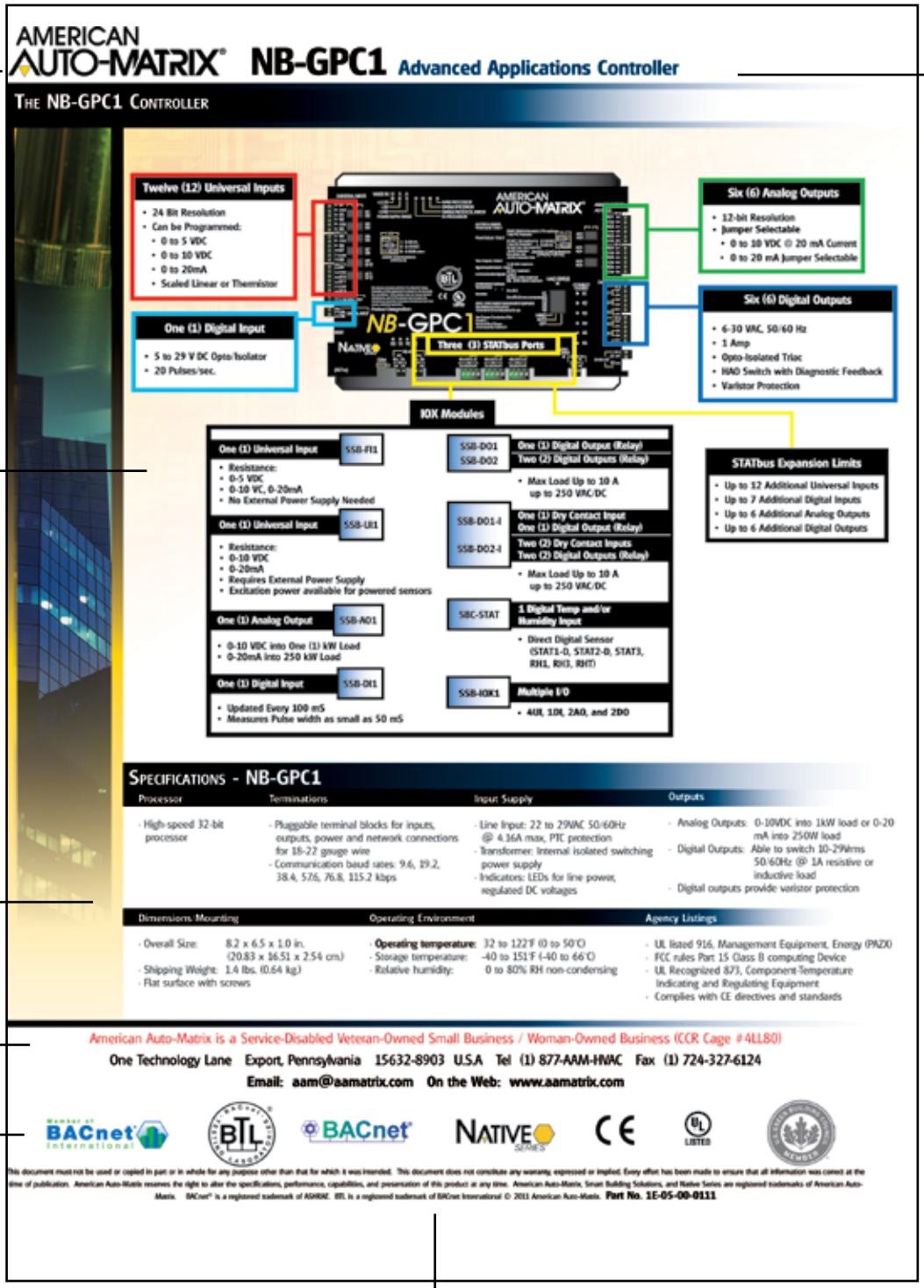
Product Detail

Product Specifications

Contact Info

Agency Listings

Legal Info

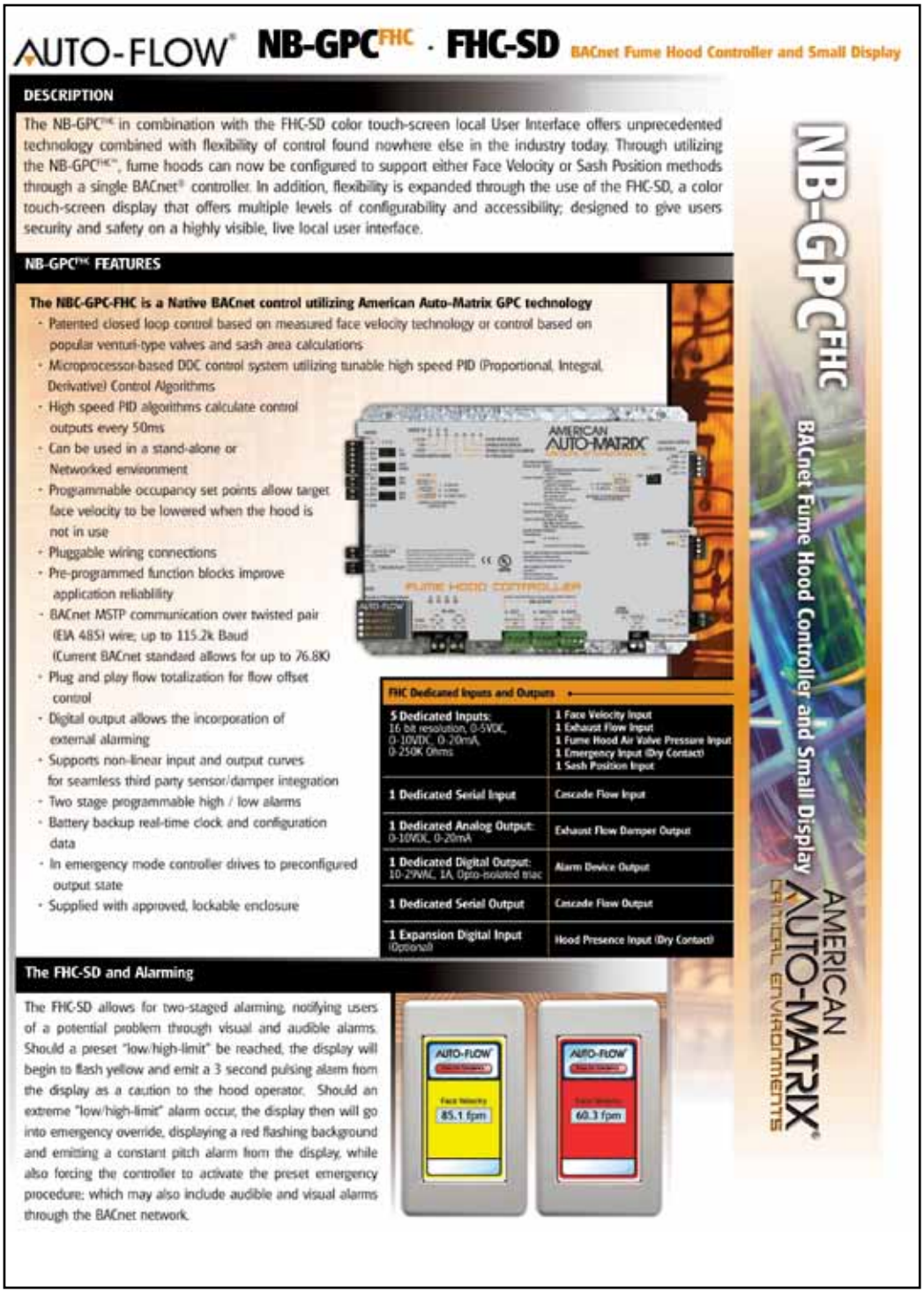


Auto-Flow Data Sheets

Product Logo

Product Name and Description

Product Description and Features



AUTO-FLOW® **NB-GPC^{FHC} · FHC-SD** BACnet Fume Hood Controller and Small Display

DESCRIPTION

The NB-GPC^{FHC} in combination with the FHC-SD color touch-screen local User Interface offers unprecedented technology combined with flexibility of control found nowhere else in the industry today. Through utilizing the NB-GPC^{FHC}, fume hoods can now be configured to support either Face Velocity or Sash Position methods through a single BACnet® controller. In addition, flexibility is expanded through the use of the FHC-SD, a color touch-screen display that offers multiple levels of configurability and accessibility; designed to give users security and safety on a highly visible, live local user interface.

NB-GPC^{FHC} FEATURES

The NBC-GPC-FHC is a Native BACnet control utilizing American Auto-Matrix GPC technology

- Patented closed loop control based on measured face velocity technology or control based on popular venturi-type valves and sash area calculations
- Microprocessor-based DDC control system utilizing tunable high speed PID (Proportional, Integral, Derivative) Control Algorithms
- High speed PID algorithms calculate control outputs every 50ms
- Can be used in a stand-alone or Networked environment
- Programmable occupancy set points allow target face velocity to be lowered when the hood is not in use
- Pluggable wiring connections
- Pre-programmed function blocks improve application reliability
- BACnet MSTP communication over twisted pair (EIA 485) wire; up to 115.2k Baud (Current BACnet standard allows for up to 76.8K)
- Plug and play flow totalization for flow offset control
- Digital output allows the incorporation of external alarming
- Supports non-linear input and output curves for seamless third party sensor/damper integration
- Two stage programmable high / low alarms
- Battery backup real-time clock and configuration data
- In emergency mode controller drives to preconfigured output state
- Supplied with approved, lockable enclosure

FHC Dedicated Inputs and Outputs

5 Dedicated Inputs: 16 bit resolution, 0-5VDC, 0-10VDC, 0-20mA, 0-250K Ohms	1 Face Velocity Input 1 Exhaust Flow Input 1 Fume Hood Air Valve Pressure Input 1 Emergency Input (Dry Contact) 1 Sash Position Input
1 Dedicated Serial Input	Cascade Flow Input
1 Dedicated Analog Output: 0-10VDC, 0-20mA	Exhaust Flow Damper Output
1 Dedicated Digital Output: 10-29VAC, 1A, Opto-isolated triac	Alarm Device Output
1 Dedicated Serial Output	Cascade Flow Output
1 Expansion Digital Input (Optional)	Hood Presence Input (Dry Contact)

The FHC-SD and Alarming

The FHC-SD allows for two-staged alarming, notifying users of a potential problem through visual and audible alarms. Should a preset "low/high-limit" be reached, the display will begin to flash yellow and emit a 3 second pulsing alarm from the display as a caution to the hood operator. Should an extreme "low/high-limit" alarm occur, the display then will go into emergency override, displaying a red flashing background and emitting a constant pitch alarm from the display, while also forcing the controller to activate the preset emergency procedure; which may also include audible and visual alarms through the BACnet network.

Corporate Logo

Product Detail

Product Specifications

Contact Info

Agency Listings

Patent Information

Legal Info

AUTO-FLOW® NB-GPC[FHC] · FHC-SD

BACnet Fume Hood Controller and Small Display

FHC-SD FEATURES

- Displays measured or calculated face velocity (through face velocity sensors or sash position)
- 12 Bit Color, 272 x 480 pixel LCD-based Touch Screen Local User Interface for displaying and modification of information specific to the NB-GPC[FHC]
- Intuitive screen calibration
- Depending on the specification requirement users can now choose between a green home screen or a white home screen.
- Features local setpoint and alarm set-up
- User friendly multi-tiered icon driven screens
- Step by step calabration wizards simplifiy FHC-SD set up
- Multi-level numerical password based access protection
- Non-volatile memory stored on FHC for backup and cloning over the EIA-485 network
- Local alarm initiation and BAS visibility
- Visible and audible multistage alarming capabilities for high, low, extreme high and extreme low values of several parameters
- Cancel alarm commands require authorized user
- Set-up can be accomplished in either English or Metric units
- Chemical resistant 'Kydex' plastic case, mountable on both US and Euro switch boxes * IP-44 Available upon special Request
- A chemically resistant polyester membrane protects the Touch Screen from accidential chemical splashes
- Flash program upgradability through use of standard SD/MMC card port
- Store debugging information on one SD/MMC card for multiple hood applications

AAM Products and Systems are manufactured and installed under one or more of the following US Patents and/or others that may apply: 5483935; 5704579; 6272999; 5402687; 5435581

SPECIFICATIONS - NB-GPC[FHC]

Mounting	Terminations	Input Supply
- Flat surface with screws	- Pluggable terminal blocks for inputs, outputs, power and network connections for 16-22 gauge wire	- Line Input: 22 to 29 VAC 50/60Hz @ 4.16A max, PTC protection - Transformer: Internal isolated switching power supply - Indicators: LEDs for line power, regulated DC voltages

Operating Environment	Dimensions
Operating temperature: 32 to 122 F (0 to 50 C) - Relative humidity: 0 to 80% RH non-condensing	Overall Size: 8.2 x 6.5 x 1.0 in. (20.83 x 16.51 x 2.54 cm.) Shipping Weight: 1 lb. (1.36 kg.)

SPECIFICATIONS - FHC-SD

Processor	Display	Touchscreen	Local Memory Storage
- High speed 32-bit processor running at 86 Mhz	- Sharp LQ043 - Backlit, 9.16 widescreen TFT color LCD - 272 x 480 pixels	- Custom fitted to match the LQ043 display	- 8MB Intel on board flash chip

SRAM	Alarm Buzzer	Features	SD MMC Card Socket	Dimensions
- 1MB RAM chip	- Self contained piezo buzzer	- Revert software button - Reset button	- Supports 2GB storage capacity	- Overall Size: 6.0 x 3.4 x 1.0 in. (15.24 x 8.64 x 2.54 cm.) - IP-44 Available upon special request

American Auto-Matrix is a Service-Disabled Veteran-Owned Small Business / Woman-Owned Business (CCR Cage #4LL80)

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Email: aam@aamatrix.com On the Web: www.aamatrix.com

BACnet NATIVE BACnet

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* Note: ALL Auto-Flow Materials MUST include patent numbers

AspectFT-XXXX Data Sheets

AspectFT Header

Product Specifications

Product Description and Features

AspectFT-Matrix Area Controller

Hardware Specification

ARM 920T Processor
NEMA Rated Enclosure, Lockable
Optional Integrated 56K Modem

Communications

10/100 Mb Ethernet Port – RJ-45 Connection
1 or 2 EIA-485 Ports (model dependent) with pluggable terminal blocks
128MB RAM

Operating System

Embedded Linux OS
Java Virtual Machine (JVM)
AspectFT Runtime Engine

Description

The AspectFT-Matrix Area Controller is a base hardware platform designed to provide flexible area control applications to a building automation system. Through use of AAM's Facilitating Technology (FT), AspectFT, the AspectFT-Matrix Area Controller can provide traditional control features such as alarming, trending, scheduling, and extensive custom programming. Also included are next-generation features such as the ability to push and pull data with popular networked databases, and to serve graphical user interface pages - thus eliminating the need for a dedicated operator workstation or expensive add-on software to view a system.

Features

- Interacts seamlessly with American Auto-Matrix PUP and BACnet protocol products, as well as other third-party protocols such as Modbus.
- Provides alarm, trend, schedule, energy management, and custom program sequencing capabilities.
- Java-based graphical user interface, accessible from most standard web-browsers and does not require proprietary software plug-in.
- Comprehensive user and group-based security.
- Master Schedule and Calendar implementation – can interact with iCalendar format tools such as Microsoft Outlook 2007, Google Calendar, and other popular programs. Maximum of 10 schedules recommended.
- Licensed to communicate between up to four Matrix Area Controllers via the FTNet protocol.
- AAM products can be programmed and flash updated over IP through this AspectFT device.
- SQLite, USB accessed licensable Local Storage Option

* AspectFT Data Sheets require that Product Color be used for Each Variant of Data Sheet

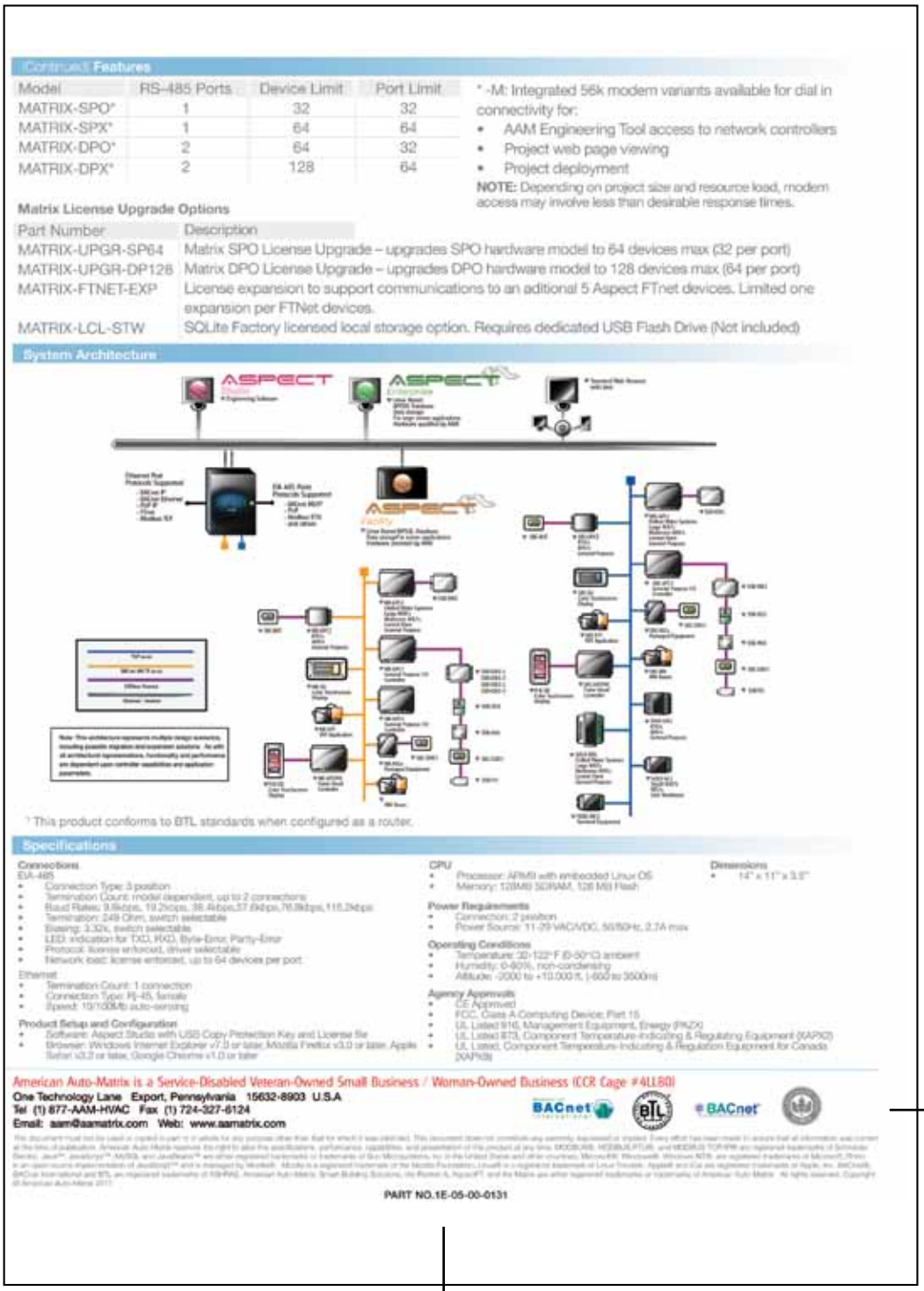
AspectFT Product Part Numbers

Product Detail / Architecture and Specifications

Contact Info

Agency Listings

Legal Info



(Continued) Features

Model	RS-485 Ports	Device Limit	Port Limit
MATRIX-SPO*	1	32	32
MATRIX-SPX*	1	64	64
MATRIX-DPO*	2	64	32
MATRIX-DPX*	2	128	64

* -M: Integrated 56k modem variants available for dial in connectivity for:
- AAM Engineering Tool access to network controllers
- Project web page viewing
- Project deployment

NOTE: Depending on project size and resource load, modem access may involve less than desirable response times.

Matrix License Upgrade Options

Part Number	Description
MATRIX-UPGR-SP64	Matrix SPO License Upgrade – upgrades SPO hardware model to 64 devices max (32 per port)
MATRIX-UPGR-DP128	Matrix DPO License Upgrade – upgrades DPO hardware model to 128 devices max (64 per port)
MATRIX-FTNET-EXP	License expansion to support communications to an aditional 5 Aspect FTnet devices. Limited one expansion per FTNet devices.
MATRIX-LCL-STW	SQLite Factory licensed local storage option. Requires dedicated USB Flash Drive (Not included)

System Architecture

[1] This product conforms to BTL standards when configured as a router.

Specifications

Connections
EIA-485
- Connection Type: 3 position
- Termination Count: model dependent, up to 2 connections
- Baud Rates: 9.6kbps, 19.2kbps, 38.4kbps,57.6kbps,76.8kbps,115.2kbps
- Termination: 249 Ohm, switch selectable
- Biasing: 3.32k, switch selectable
- LED: indication for TXD, RXD, Byte-Error, Party-Error
- Protocol: license enforced, driver selectable
- Network load: license enforced, up to 64 devices per port

Ethernet
- Termination Count: 1 connection
- Connection Type: RJ-45, female
- Speed: 10/100Mb auto-sensing

Product Setup and Configuration
- Software: Aspect Studio with USB Copy Protection Key and License file
- Browser: Windows Internet Explorer v7.0 or later, Mozilla Firefox v3.0 or later, Apple Safari v3.2 or later, Google Chrome v1.0 or later

CPU
- Processor: ARM9 with embedded Linux OS
- Memory: 128MB SDRAM, 128 MB Flash

Power Requirements
- Connection: 2 position
- Power Source: 11-29 VAC/VDC, 50/60Hz, 2.7A max

Operating Conditions
- Temperature: 32-122° F (0-50°C) ambient
- Humidity: 0-80%, non-condensing
- Altitude: -2000 to +10,000 ft. (-600 to 3500m)

Agency Approvals
- CE Approved
- FCC, Class A Computing Device, Part 15
- UL Listed 916, Management Equipment, Energy (PAZX)
- UL Listed 873, Component Temperature-Indicating & Regulating Equipment (XAPX2)
- UL Listed, Component Temperature-Indicating & Regulation Equipment for Canada (XAPX8)

Dimensions
- 14" x 11" x 3.5"

American Auto-Matrix is a Service-Disabled Veteran-Owned Small Business / Woman-Owned Business (CCR Cage #4LL80)
One Technology Lane Export, Pennsylvania 15632-8903 U.S.A
Tel (1) 877-AAM-HVAC Fax (1) 724-327-6124
Email: aam@aamatrix.com Web: www.aamatrix.com

PART NO.1E-05-00-0131

Brochures and Sales Kits

American Auto-Matrix brochures offer information on the company, products, and technologies. Currently, AAM has the following active brochures:

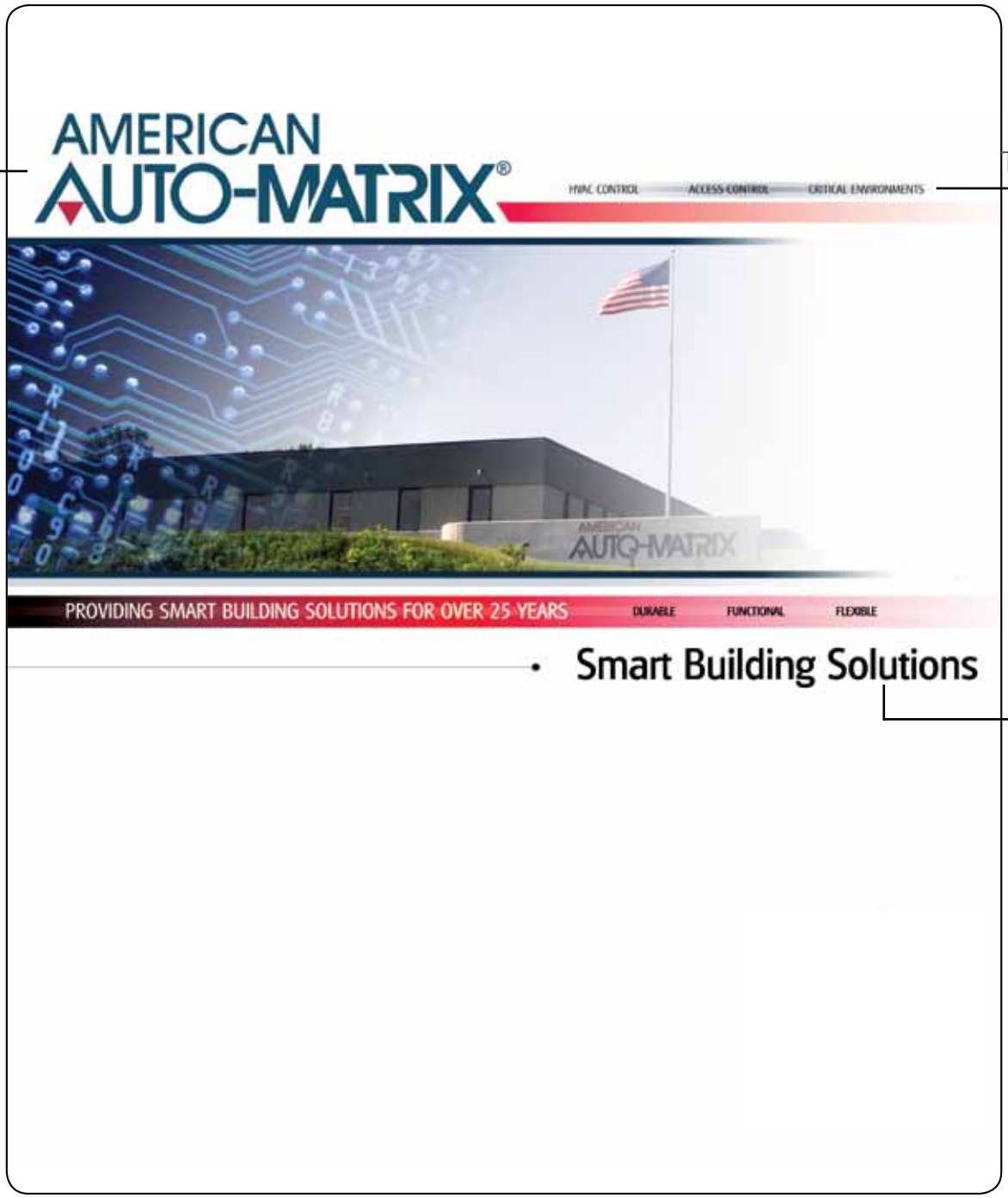
- Corporate
- System Architecture
- Critical Environments
- GPC & STATbus
- STATs
- AspectFT
- SmartOne

AAM Controls brochures and Corporate Brochures follow an 8.5 X 11 finished size and contain the following:

- Company Name
- Brochure Title
- AAM Technologies
- Company Values
- Tag Line
- General Brochure Info
- Affiliate Logos
- Contact Info
- Legal Info

AAM AspectFT Brochures and SmartOne Brochures offer the same information but are presented in a different form. The AspectFT brochure has a finished size of 7.75 X 10 and the SmartOne Brochure has a finished size of 9 X 6.

Corporate, System Architecture, Critical Environments, GPC & STATbus Brochures



* Outside edges of these brochures are to be rounded.

AspectFT Brochure

Centered Logo with “TM” and reflection

Building Integration with the Power of the Internet

Brochure description

AAM Corporate Logo

AspectFT Brochure

Centered Logo with “TM” and reflection

American Made, American Owned Logo

American Made • American Owned

www.aamatrix.com

* Outside edges of these brochures are to be rounded.
* Contact and legal info is on the inside of the brochure.

SmartOne Brochure

Brand Logo with TM and bug icon

Product tag line

SmartOne Brochure

AAM Corporate Logo

AMERICAN AUTO-MATRIX®
SMART BUILDING SOLUTIONS®

Made in the U.S.A.

American Made, American Owned Logo

American Made • American Owned

American Auto-Matrix • One Technology Lane • Export, PA • 15632 • Telephone (1) 724-733-2000 • Toll Free 1-877-226-4822 • Fax (1) 724-327-6124 • www.aamatrix.com • aam@aamatrix.com

www.bacnetcontrol.com

Contact Info

* Corners of this brochure are square.
* Legal info is on the inside of the brochure.

Sales Kits

American Auto-Matrix offers 4 sales kits:
- AAM Corporate BACnet Sales Kit
- AAM Corporate PUP Sales Kit
- AspectFT sales kit
- SmartOne Sales kit

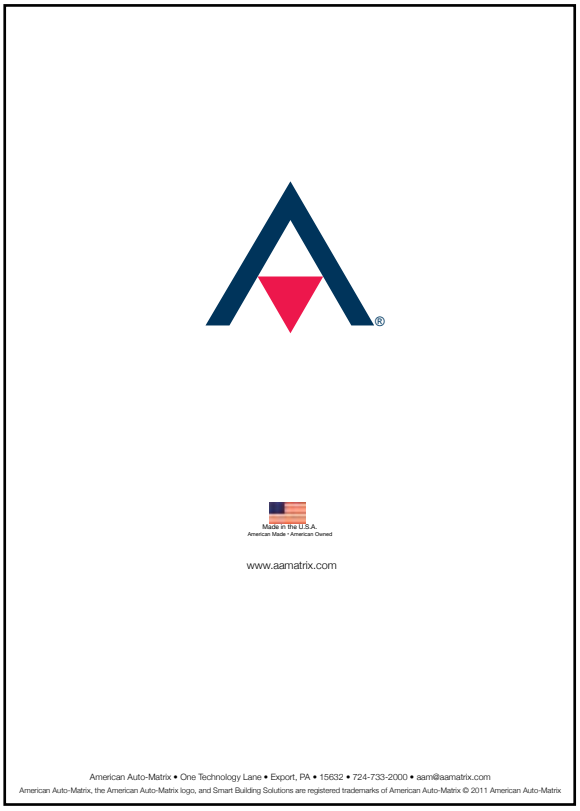
These sales kits include:
- Clear Plastic Pocket Folder
- Relevant Brochure(s)
- Relevant Product Data Sheets (*where applicable)
- Advertisements or Awards
- Front and Back respective sales kit cover

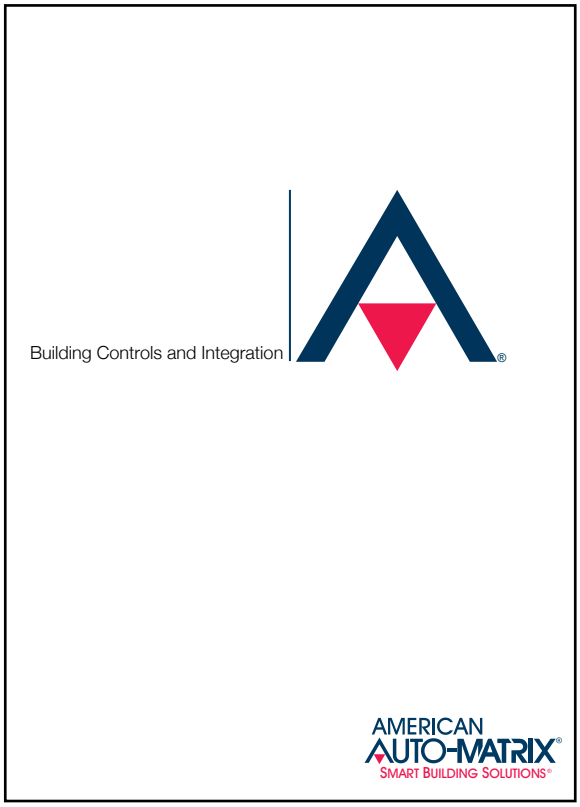
AAM BACnet Sales Kit:
- Corporate Brochure
- System Architecture Brochure
- GPC & STATbus Tech Brochure
- System Architecture Brochure
- Critical Environments Brochure
- AspectFT Brochure
- NB-GPC1 Data Sheet*
- NB-GPC2 Data Sheet*
- NB-GPC3 Data Sheet*
- NB-GPC4 Data Sheet*
- NB-ASC(e) Data Sheet*
- NB-VAV Data Sheet*
- NB-V3T Data Sheet*
- NB-Pro Data Sheet*
- NB-SD Data Sheet*
- NB-GPCFHC and FHC-SD Data Sheet*
- Relevant Case Studies

AAM PUP Sales Kit:
- Corporate Brochure
- System Architecture Brochure
- GPC & STATbus Tech Brochure
- System Architecture Brochure
- Critical Environments Brochure
- AspectFT Brochure
- SBC-GPC1 Data Sheet*
- SBC-GPC2 Data Sheet*
- SBC-GPC3 Data Sheet*
- SBC-ASC(e) Data Sheet*
- SBC-VAV Data Sheet*
- SBC-V3T Data Sheet*
- SoloPro Data Sheet*
- SBC-SD Data Sheets*
- SBC-GPCFHC and FHC-SD Data Sheet*
- Relevant Case Studies

AspectFT Sales Kit:
- AspectFT Brochure
- Aspect Studio Data Sheet
- AspectFT-Enterprise Data Sheet
- AspectFT-Facility Data Sheet
- AspectFT-Nexus Data Sheet
- AspectFT-Matrix Data Sheet

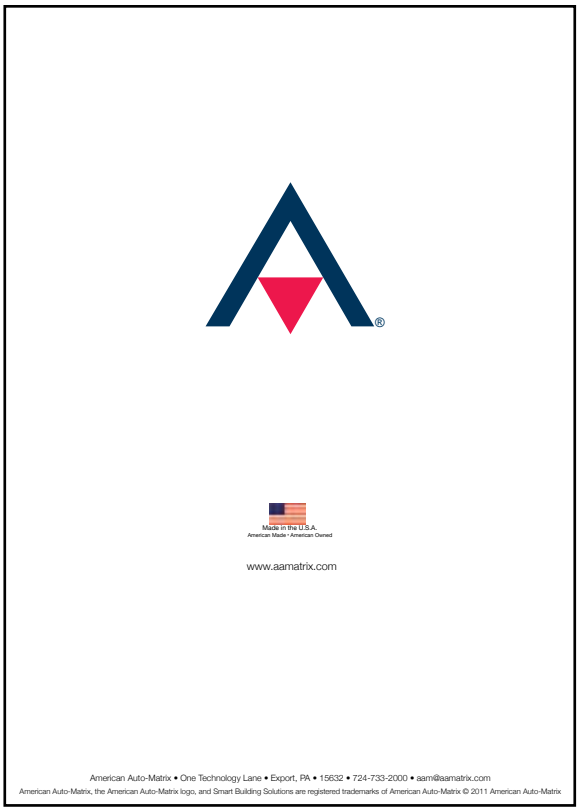
SmartOne Sales Kit:
- SmartOne Brochure
- SMT-ASCFC Data Sheet
- SMT-ASCHP Data Sheet
- SMT-ASCRT Data Sheet
- SMT-ASCVR Data Sheet
- SMT-ASCVT Data Sheet
- Configuration Wizard Data Sheet
- BBC-SD Data Sheet
- Matrix-BBO Data Sheet
- SMT-Link Data Sheet
- SBC-STAT Data Sheet

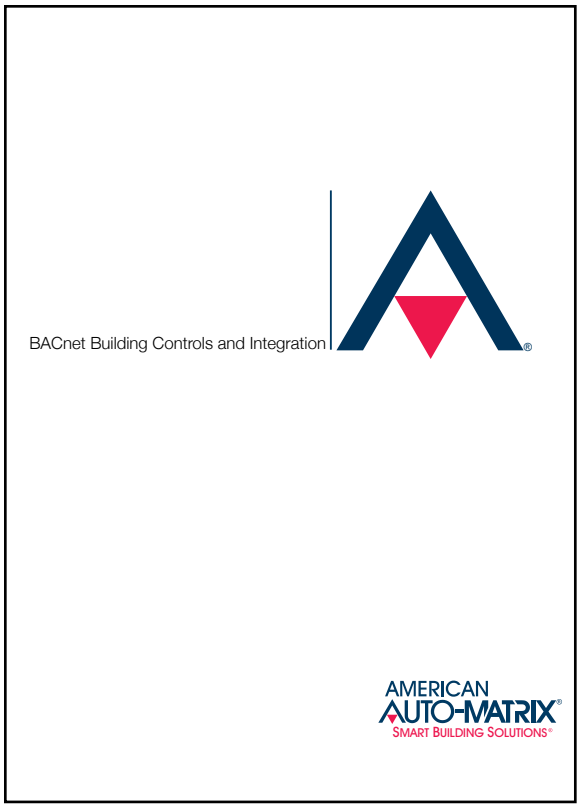




American Auto-Matrix Sales Kit Covers

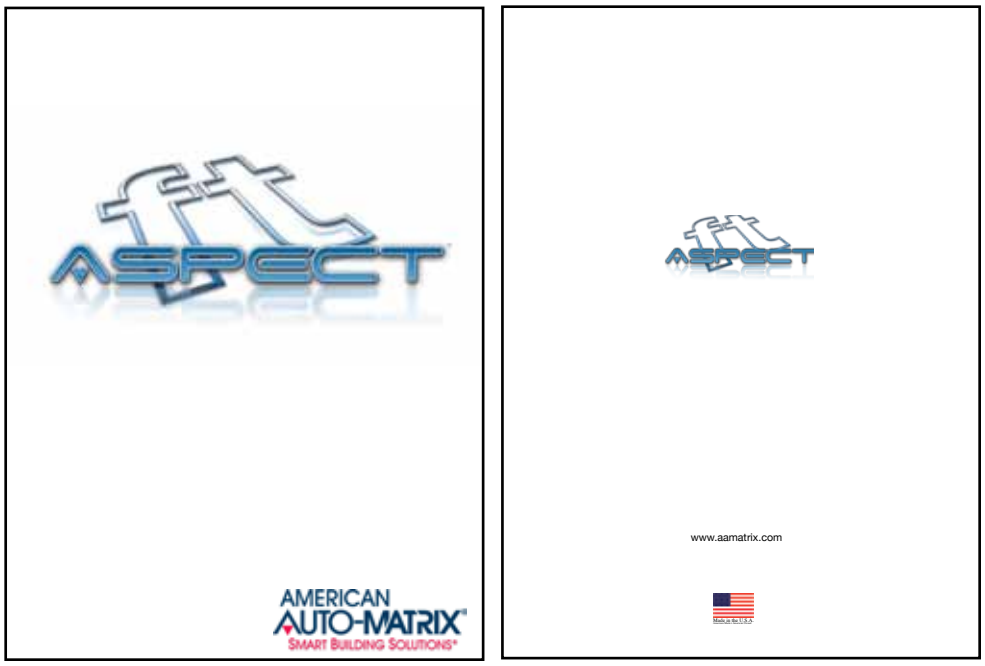
Please refer to contents of this sales kit on page 28





American Auto-Matrix BACnet Sales Kit Covers

Please refer to contents of this sales kit on page 28



AspectFT Sales Kit Covers

Please refer to contents of this sales kit on page 28

SmartOne Sales Kit Covers

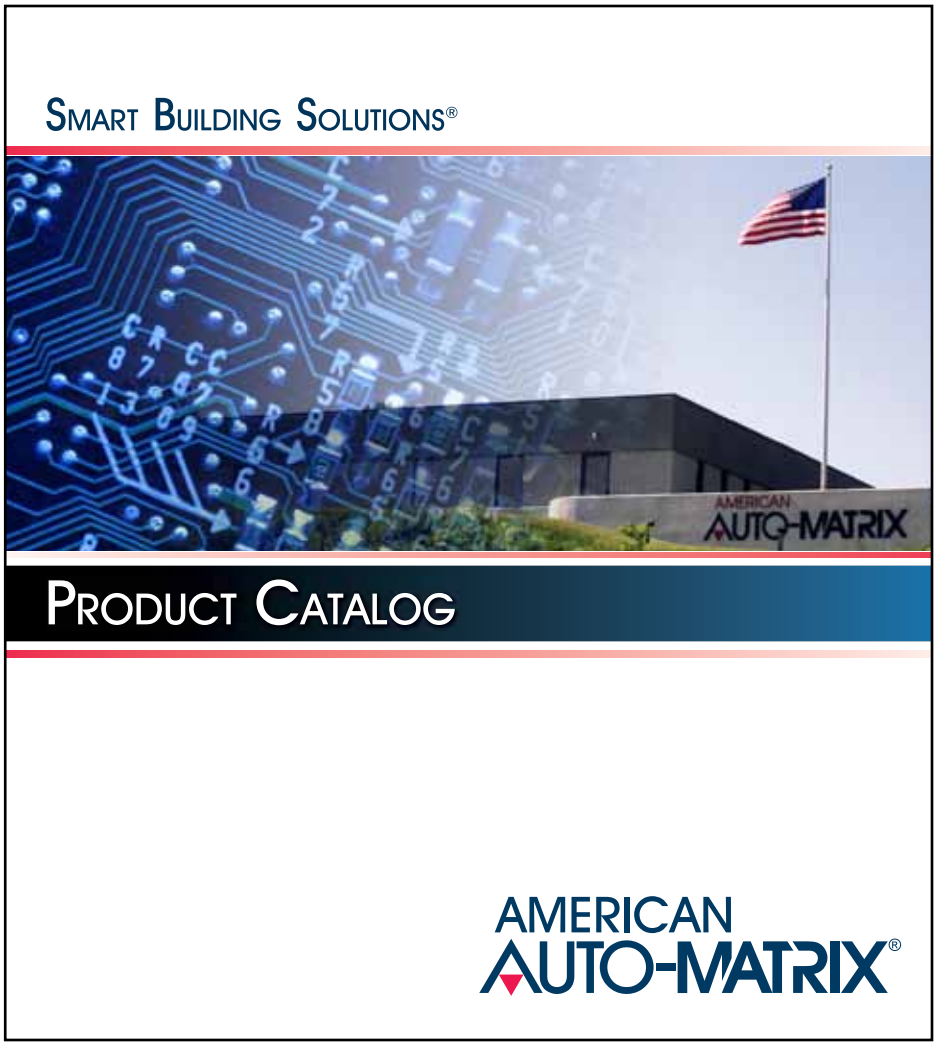
Please refer to contents of this sales kit on page 28

Binders

American Auto-Matrix offers binders that contain extensive information on AAM products, services, and technologies. American Auto-Matrix currently offers the following binders:

- Product Catalog
- Engineering Applications Guide
- Lab & Fume Hood Control
- GPC & STATbus Technology
- Building Relationships
- BACnet
- Access Control

The binders have a clear cover, side panel, and back cover for insertion of printed graphics. Color schemes coordinate with binder content and/or product technology (congruent to the color schemes of the data sheets and brochures). All binder covers (front and back) follow the same layout design (next page). Binder contents vary. All contents are separated in sections by labeled tabs.



* Binder Cover is 10 X 11

Binder side insert can be 1.5”, 2” or 3”

* Binder Back Cover is 10 X 11

Letterhead

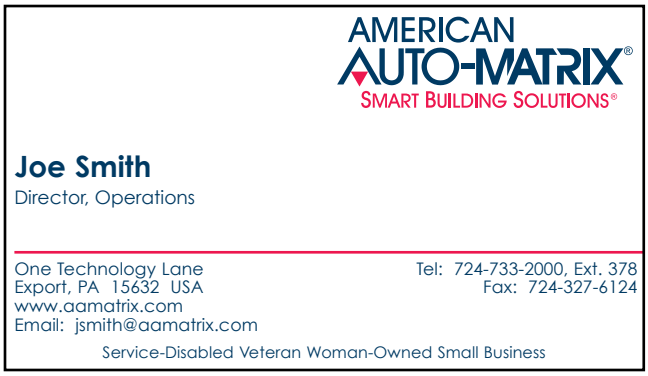
AMERICAN AUTO-MATRIX®
SMART BUILDING SOLUTIONS®

Master Logo

One Technology Lane ▼ Export, PA 15632 ▼ Phone (724) 733-2000 ▼ Fax (724) 327-6124
www.aamatrix.com

Contact Info

Business Cards



Business Cards contain:
- AAM Master Logo with SBS tag
- Name and title
- Address, Email , phone, fax
- Service-Disabled Veteran Woman-Owned Small Business tag

Email Signature

The Email Signature should contain
Name - Verdana 11pt
Title // American Auto-Matrix - Verdana 10 pt
address - - Verdana 10 pt
website and email - Verdana 10 pt
main phone, direct phone - Verdana 10 pt
mobile phone (not mandatory) - Verdana 10 pt

_____
Joe Smith
Director, Operations // American Auto-Matrix
One Technology Lane // Export, PA 15632
www.aamatrix.com • jsmith@aamatrix.com
Main: 724-733-2000 • Direct: 724-733-0298

Network Broadcasts

Email Broadcasts should consist of timely material related to the audience that it is intended for. Broadcasts are made from an AAM approved Constant Contact template. The email list is then generated from the Toolbox and sent to the proper addresses.

There are several types of Email Broadcasts:
- Network Broadcast
- Product Update/Firmware Release
- Tech Tip

All Email Broadcasts should contain:
- AAM Master Logo
- Type of Broadcast
- Broadcast Title
- AAM Awards
- Recent Product Releases
- YouTube Video Links
- Twitter Link
- AAM Websites
- BTL and BACnet Information
- Contact Info
- Subscription and Legal Info
- Any other relevant info

Monthly Email campaigns are also handled through Constant Contact. While they maintain a similar look and feel to the Network Broadcasts they do not contain:
- Recent Product Releases
- AspectFT Simple Mobile Web and RSS Did You Know Videos
- Any AAM employee names or contact information unless approved by the head of Marketing.

AAM Master Logo

Headline and Content

YouTube Video Links and Twitter

Awards

Recent Product Releases

AAM websites

BACnet Info and BTL Listings

Contact Info

Subscription and Legal info

Monthly Email Campaigns

Promotional Items

Any promotional items bearing the AAM logo or associated with AAM require approval from American Auto-Matrix Marketing prior to production.

Promotional items include, but are not limited to, pens, shirts, mousepads, USB drives, beach towels, golf balls, note pads, and bags.

Notes

Notes