

## **FOR IMMEDIATE RELEASE**

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### **ON-LINE, INTERACTIVE TOOL FOR TIME DELAY RELAYS An Industry First to Educate and Simplify Time Delay Relay Selection**

**Northfield, IL, March 1, 2008**—SE Relays LLC announces a web-based, resource for time delay relays. [The Timing Function Interactive Demo](#) is a learning tool that visually demonstrates the timing functions available in the Magnecraft product line.

The module describes and illustrates ten (10) [timing functions](#) and offers a simple method to understand the operation of each one. A circuit diagram provides a visual representation while the timing chart indicates the relay contact status in relation to the voltage and timer. Detailed descriptions of the timing operations are also available.

Users choose a function and control the action through selectable menus and button activation. Upon determining the appropriate function for an application, quick links to [relay descriptions](#) and [catalog specifications](#) simplify the final product selection.

"This tool provides real world timing examples and an incredible opportunity for all customers to familiarize themselves with the terminology and functionality of timer relays;" states Michael O'Donnell, Marketing Product Manager for SE relays. "This interactive, on-line demo is an industry first and reinforces the commitment of SE Relays to create new and innovative tools to educate our customers."

The publicly accessible [timing tool](#) resides on the Magnecraft website. For access and information on products and capabilities, visit [www.magnecraft.com](http://www.magnecraft.com) or call 847-441-2540.

#### **About SE Relays LLC**

SE Relays LLC, a wholly owned subsidiary of Schneider Electric, designs, manufactures and supports a broad line of relays and sockets used in general purpose and industrial applications with the goal of continuous innovation and unparalleled customer service and support. As the industry leader in the electronic relay market, SE Relays sells electro-mechanical and [solid state relays](#) along with sockets and accessories under the Magnecraft brand.

#### **About Schneider Electric**

Schneider Electric is the world's power and control specialist. It anticipates and satisfies its customers' requirements in the residential, building, industry, energy and infrastructure markets. With 112,000 employees and operations in 190 countries, Schneider Electric generated sales of approximately \$17.2 billion in 2006.