

## Internal Sales Primer Graphite® Core Controller



### Purpose

Integrating communication and control into factory automation and process control applications has never been easier. Red Lion's Graphite® Core Controller is a rugged all-in-one industrial solution that reduces cost and complexity by combining IEC 61131 control capabilities with networking and data visualization.

With all-metal construction, wide operating temperature and Red Lion's Crimson® 3.0 software with Crimson Control functionality, our rugged controller operates in the harshest environments to provide a single programming solution for control, networking and data visualization. Simply use industry-standard IEC 61131 programming languages such as Ladder Logic, Function Block, Structured Text and Instruction List to develop logic code much like a Programmable Logic Controller (PLC) or Remote Telemetry Unit (RTU) without the added expense. In addition, select from a variety of I/O, PID control and communications modules to connect, monitor and control a wide array of devices – regardless of location – to meet specific application requirements.

The Graphite Core Controller also offers all the standard features of a Graphite 7 inch HMI minus the graphical display. So, it supports over 300 industrial protocols, provides data logging and remotely serves up graphical displays via a built-in web server.

**Differentiator**

The rugged Graphite Core Controller features all-metal construction and wide temperature ratings for deployment in the harshest environments. Configured using Crimson 3.0 software, there is no need to purchase any additional software. Each controller can be used with a variety of Red Lion I/O and communications modules that are already proven products in the market place. And, unlike many other controllers on the market, the Graphite Core Controller supports over 300 industrial protocols to ease communication with other devices via Ethernet and serial while still enabling logic control for industrial applications.

**Product Highlights**

- Built-in industry-standard IEC 61131 control engine with Ladder Logic, Function Block, Structured Text and Instruction List programming editors so there is no proprietary programming languages to learn
- Rugged industrial design for deployment in harsh applications
- Easy configuration using Red Lion’s Crimson 3.0 software featuring Crimson Control so there is no need to buy any additional programming software
- Powerful networking capabilities with built-in Ethernet and serial ports and support for over 300 industrial protocols
- Wide -40° to 70°C operating temperature
- UL/cUL and UL/cUL Hazardous approvals
- Built-in data logging enhances troubleshooting and helps meet regulatory requirements
- Robust web server provides remote visualization, access and control to reduce costly site visits

<b>Target Verticals</b>	<b>Key Customers/Contacts</b>
<ul style="list-style-type: none"><li>• Factory Automation</li><li>• Oil &amp; Gas</li><li>• Power &amp; Utilities</li><li>• Water/Wastewater</li><li>• Transportation</li><li>• Industrial Internet of Things (IIoT)</li></ul>	<ul style="list-style-type: none"><li>• System Integrators</li><li>• Manufacturing/Industrial Engineers</li><li>• Network Operators</li></ul>

**Leading Questions** Remember to ask your customers the questions below, realizing that the goal is to determine a VALUE, i.e., How much revenue would be lost if systems shut down due to non-industrial equipment failure? How much does it cost to have an IT professional on stand-by if there is a communication issue? This value will, in the majority of cases, easily justify the cost of using the Graphite Core Controller.

<b>Leading Questions</b>	<b>Answer/ Reasoning</b>
<b>Q</b> Do you require a rugged logic controller for your application?	<b>A</b> Unlike many PLCs, the Graphite Core Controller offers a wide -40° to 70°C operating temperature.
<b>Q</b> Would you prefer to use one programming package to do all your control logic, networking and data visualization?	<b>A</b> Crimson 3.0 software – with added Crimson Control functionality – offers customers one programming environment to meet all their needs.
<b>Q</b> How critical is that all your controllers talk and share data within your facility regardless of brand?	<b>A</b> The Graphite Core Controller offers all the easy-to-use protocol conversion associated with Red Lion automation products and can speak over 300 protocols. So, we have got you covered with connecting disparate devices.
<b>Q</b> Are you familiar with Crimson 3.0 software?	<b>A</b> If so, learning Crimson Control will be easy with several control logic editors inside the familiar look and feel of our powerful Crimson 3.0 software.
<b>Q</b> Do you require local and/or remote I/O?	<b>A</b> Perfect! The Graphite Core Controller works with any Graphite I/O and E3 I/O™ high-density Ethernet modules. And, if that is not enough, bring your own I/O and communicate to the controller over Modbus TCP.