

## Revamped portal accesses ABB's insights to the mining sector

**New “ABB in Mining” website contains enhanced content and features to maximize user experience**

Zurich, Switzerland, July 10, 2015 – ABB, the leading power and automation technology group, now provides easier access to essential information regarding mining industry trends as well as its mining products, systems, solutions and services.

Recognizing website visitors are under ever increasing time constraints, the site overhaul reflects part of ABB's ongoing efforts to make it quicker for professionals to access what they need and to engage more effectively with ABB. To that end, mining menus are streamlined and content consolidated to make it more straightforward for users to find and to differentiate between ABB's industry thought leadership viewpoints versus its practical applications as a mining specialist provider.

The main areas where ABB is sharing its expert perspective include convergence (Next Level mining – defining the future), safety, security, integration, productivity and reliability.

While the site's improved navigation functionality still allows readers to search for information through traditional categories such as products, systems, solutions and services, visitors can now browse material via the main steps in the mining value chain such as:

- Open-pit or underground operation
- Crushing and conveying
- Grinding
- Processing and refining
- Transportation to market

Information on new products, events around the world and global case studies, often brought to life in a rich multimedia format including videos, animations and infographics, will be added continually. By accessing the site regularly, users will be able to keep up to date, efficiently, on current “hot topics and trends” related to mining and mineral processing as well as learn more about ABB contributions to these issues. Additionally, visitors will have the opportunity to engage directly with ABB through social media and live webinars advertised via the site.

The website features a new reference selector tool, enabling users to search for ABB mining references by country, product offering and application.

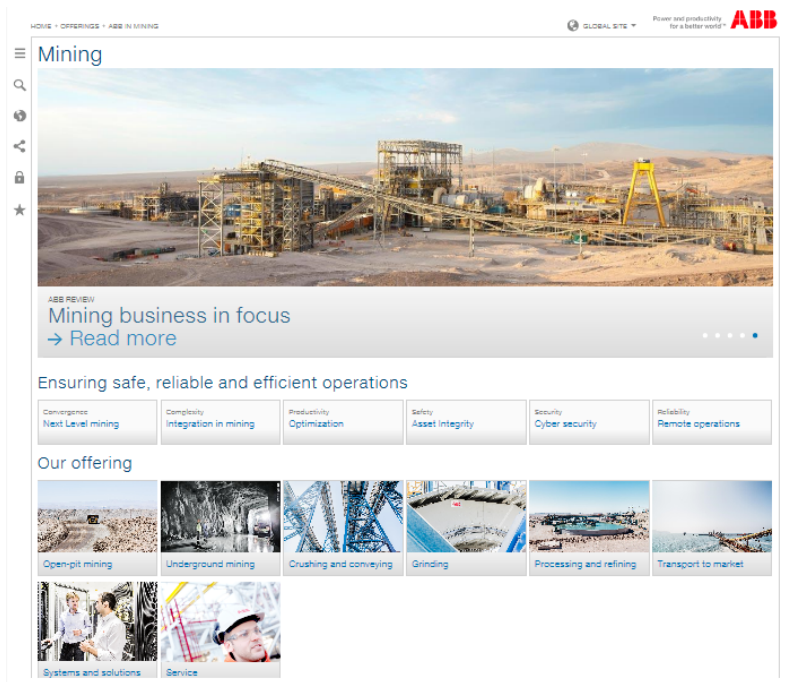
“This is a key milestone within ABB's mining communication strategy,” says Emmanuel Chabut, Head of Communication for ABB's Process Industries Business Unit. “Not only have we improved the user experience, but the new structure enables us to keep continually expanding our online content in an easy to navigate format. The improvements will help our readers to remain the best informed professionals in the mining sector for the least amount of effort.”

The new site can be accessed via: [www.abb.com/mining](http://www.abb.com/mining)

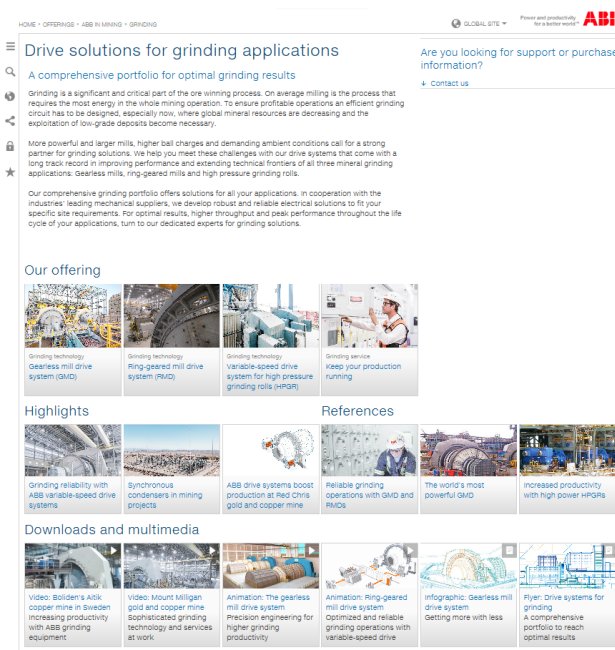
“We look forward to engaging with visitors on this expanded digital journey and engaging in a two-way conversation,” explains Chabut.

ABB ([www.abb.com](http://www.abb.com)) is a leader in power and automation technologies that enable utility, industry, and transport and infrastructure customers to improve their performance while lowering environmental impact. The ABB Group of companies operates in roughly 100 countries and employs about 140,000 people.

# Press Release



## 1. ABB in Mining home page



## 2. ABB in Mining solution page

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