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For immediate release

Energy Markets and New Technologies Drive the Pressure Transmitter Market to \$2.4 Billion

Wakefield, Massachusetts (December 6, 2011) — Pressure transmitter revenues have grown substantially in the last five years and are still going strong, according to a new study from Flow Research, **The World Market for Pressure Transmitters, 3rd Edition**. Pressure transmitters totaled \$2.40 billion worldwide in 2010, with a projected compound annual growth rate (CAGR) of 6.1 percent to result in \$3.22 billion in worldwide revenues in 2015. (www.worldpressure.com).

In 2006 for the second edition of the study, Flow Research (www.flowresearch.com) found that pressure transmitter revenues totaled \$1.93 billion. Flow Research predicted a CAGR of 6.1 percent per year to result in \$2.43 billion in 2010 revenues worldwide – very close to the actual growth.

Emerging markets of Asia, the Mideast, and South America continue to be a significant growth factor for pressure transmitters. The need for pressure transmitters, a staple in automated measurement of unit volume, will increase as these regions expand their industrial, commercial, and municipal infrastructure and as domestic consumption increases. Flow Research is forecasting a CAGR of 9.1 percent in China due to

infrastructure projects, new plant construction, and consumption and production of oil & gas and other energy. In addition to growth in emerging countries, there has been a tremendous increase in the amount of activity around the world in oil & gas exploration and production in the past several years, which has also boosted pressure transmitter use.

Differential pressure (DP) flowmeters are among the most widely used flowmeters in oil & gas production. In some cases, DP flowmeters are the only type that is suited to handle the pressures associated with deep sea and other operations.

Much of the growth in the pressure transmitter market is due to strong growth in the multivariable transmitter market. Multivariable pressure transmitters are being used increasingly for gas and steam flow measurement, and gas flow measurement especially is on the rise.

The promise of greater reliability is perhaps the strongest driving force behind the pressure transmitter market. Over the past several years, pressure transmitter suppliers have released a number of new products with advanced features. These features, including advanced communication protocols, provide enhanced performance. End-users cite a number of reasons for shifting to higher performing products, including regulatory and custody transfer requirements, the need for reliability, and a desire to standardize pressure products.

More stable and accurate products have given customers a reason to buy into this market or to upgrade their existing products. However, the downside of reliability for manufacturers is that end-users will have to buy fewer replacement pressure transmitters over time.

But annual sales do not tell the whole story of the pressure transmitter market. Flow Research believes that the size of the installed base is one reason, but not the only reason, why the pressure transmitter market is continuing to hold its own within the instrumentation world.

In fact, according to Dr. Jesse Yoder, president of Flow Research, the expanding energy markets and technological advances are two major forces driving the pressure transmitter market:

“While installed base remains a factor in sustaining growth in the pressure transmitter market, much of the growth in this market is due to increased demand for pressure measurement from the oil and gas industry. In addition, new technologies are impacting the pressure transmitter market, resulting in higher-performing products. These include enhanced diagnostics, multivariable transmitters, integrated flowmeters, and wireless technology. This is creating more demand for pressure transmitters at a time when end-users are looking for more feature-rich products.”

While all types of pressure transmitters have shown growth in the past several years, growth in the gage pressure market is especially notable. Unlike differential pressure transmitters, gage transmitters do not face ready competition from other technologies.

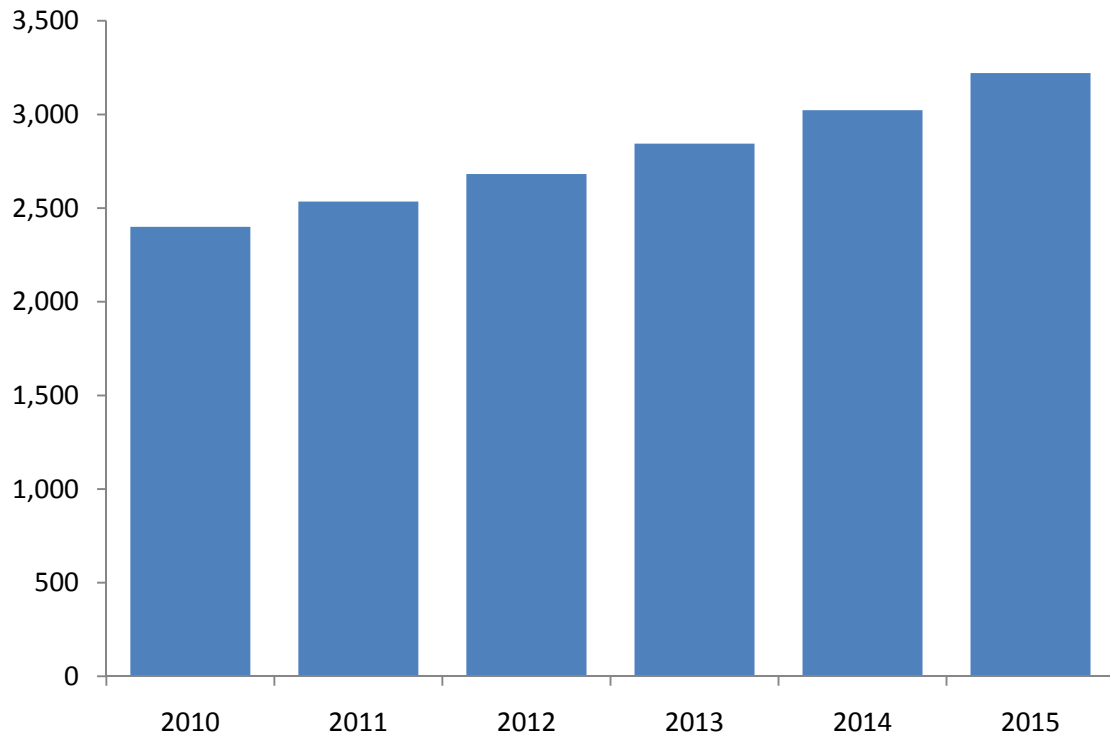
New-technology flowmeters, particularly Coriolis, ultrasonic, and magnetic, are impacting the DP flowmeter market. Flow Research expects end-users to continue to select new-technology meters over DP flowmeters for some applications because of their higher accuracy and reliability.

The figure shows total shipments of pressure transmitters worldwide in millions of dollars from 2010 to 2015.

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Flow Research provides research on flowmeters and other process control instrumentation. Recent market studies include the world market for flowmeters as well as individual studies on magnetic, thermal, and vortex flowmeters. Flow Research also publishes quarterly reports on the flowmeter and energy markets as part of the Worldflow Monitoring Service (www.worldflow.com).

Total Shipments of Pressure Transmitters Worldwide (Millions of Dollars)



Compound Annual Growth Rate (CAGR) = 6.1%