Take a closer look at buying direct (You'll be in good company)

Direct Automation is a direct seller of automation and industrial control products such as PLCs, sensors, pushbuttons, AC drives/motors, enclosures, operator interfaces, pneumatics and much more. Through our free CD catalog and our full-featured website, we are able to offer the most practical industrial automation products at the industry's lowest prices.

Tens of thousands of owners and managers at large and small companies alike have turned to Direct Automation in the past several years because we offer over 9,500 industrial automation products for electrical control systems that won't break your budget.

Looking for a common sense way to buy industrial controls?

It's time to try DIRECTAUTOMATION

Who are we

Direct Automation Pty Ltd is a privately held Australian company serving the Pacific and Asian region, we represent many great companies including AutomationDirect.com, Koyo, Facts Engineering, Kepware Technologies, EMA, Danfoss, Niplex, Lidding Pneumatics and more.

Support

Our phone-based technical support is so good that most of our customers say they would recommend us to someone else! Are you tired of technical support staffs that are slow picking up the phone and then treat you with an attitude? Why not try our service?
Most of customers who have used our service claim that it's better than what they have been getting from other automation suppliers. some say that we are above average to excellent in accuracy, above average to excellent in thoroughness, and that we are above average in response time, and rate us above average in attitude.

About Us

Our list prices are often 50% below the list prices of other leading traditional suppliers. Why are our prices so low?
We are primarily a catalog/online automation company with incredibly efficient operations. We do not have hundreds of sales people who make personal sales calls, drive company cars, use company mobile phones and laptops, and require entertainment budgets. Instead, we send you a DVDcatalog or ask you to try our online store, both of which are packed with super low everyday prices. It's that simple.

Contact Us

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DIRECTAUTOMATION

This ".com.au" is powered by ".awesomepeople"

Check us out for our prices, keep coming back for our service.

For over twenty years our sole focus has been customer service. That takes many forms: great prices, fast delivery, and quality products. But regardless of our product selection and other tangibles like pricing, the intangible value of customer service is something that cannot be faked, replaced by machinery or glossed over with a free lunch from a visiting sales rep.
Our team members here at DirectAutomation.com.au approach every day with this one goal in mind - serve the customer. It's a simple philosophy that many companies forget or make too complex and then fail at it. If the answer to any decision is "Yes, this is good for our customers", then we do it.
It's that simple.

"Should we have real upfront pricing online"
Yes, this is good for our customers."

"Should we have FREE tech support before, during, and after any sale instead of charging yearly fees for tech support?
Yes, this is good for our customers."

"Should we offer FREE software on many products instead of charging licensing fees?
Yes, this is good for our customers."

"Should we have all our documentation online for FREE so people can access anytime, even before they choose to purchase?
Yes, this is good for our customers."

"Should we offer more selection by consistently introducing more new quality products with great prices monthly, sometimes weekly?
Yes, this is good for our customers."

"Should we offer FREE firmware upgrades on many products instead of charging licensing fees?
Yes, this is good for our customers."

"Should we be fiscally responsible and run an efficient business so customers can rely on us decade after decade after decade?
Yes, this is good for our customers."

All these are discussions we've had internally and all have had certain aspects of "can we do that?", "that will be hard to accomplish", "no one else is doing that, how can we?". But if you bring it back to the simple answer, "Yes, this is good for our customers", then the perceived obstacles really don't matter.

Our company has evolved dramatically since 1994 and it's this type of decision making by all our team members over the years that keeps our customers coming back and new customers checking us out daily.

If you're a current customer, we sincerely thank you for your business. We wouldn't be here if it wasn't for you and promise to do our best for you every day. If you're new and checking us out for the first time, we hope you give us an opportunity to serve you.

www.directautomation.com.au

Direct Automation makes your job easier

Shop at DirectAutomation anytime .....online!

Our online store is open all hours so you can shop when you want to at www.directautomation.com.au

Programmable Controller Summary

Those making the buying decisions for Programmable Controller applications can have very different needs. We offer a selection of controller families that can fit a variety of applications. Regardless if you are a newcomer to programmable controllers or if you are a seasoned veteran; whether you need simple discrete control or if you need to calculate complex algorithms lightning fast, we have a controller family that is perfect for you.

CLICK: Our best value PLC

- Easy for new user
- Basic machine control
- Lowest cost
- Simple analog
- FREE Software

The CLICK PLC is becoming one of the industry's favorite control systems in the 142 I/O or less category.

Basic CPUs:
- 8 DC In / 6 DC Out (sinking)
- 8 DC In / 6 DC Out (sourcing)
- 8 DC In / 6 Relay Out
- 8 AC In / 6 Relay Out

Analog CPUs:
- 4 DC In / 4 DC Out (sinking), 2 Analog In, 2 Analog Out (current/voltage selectable)
- 4 DC In / 4 DC Out (sourcing), 2 Analog In, 2 Analog Out (current/voltage selectable)

Standard CPUs:
- 8 DC In / 6 DC Out (sinking)
- 8 DC In / 6 DC Out (sourcing)
- 8 DC In / 6 Relay Out
- 8 AC In / 6 Relay Out

- 4 DC In / 4 Relay Out, 2 Analog In, 2 Analog Out (current/voltage selectable)

- Built-in communication ports (two in Basic CPUs, three in Standard and Analog CPUs)
- Optional battery backup (Standard and Analog CPUs only)
- Real time clock/calendar (Standard and Analog CPUs only)
- Removable terminal blocks for easy wiring
- Stackable discrete and analog I/O option modules (DIN-rail or panel mountable)
- Program AND documentation stored in CPU
- Decimal memory addressing
- 21 easy-to-use instructions
- 8,000 steps of program memory

Do-more H2 and T1H Series CPUs: Spend Less, Do More!

- Fast CPU
- CPU w/ built-in Ethernet
- H2 works with most DL205 I/O modules. T1H works with most Terminator I/O.
- Advanced discrete
- Process control
- Expandability
- FREE Software

Do-more is a micro-modular PLC that leverages our most flexible I/O systems to create an incredibly powerful PLC at a fraction of the cost of comparable controllers.

- Cost effective hardware
- Documentation can be stored on board
- Built-in communications include USB programming, serial, and (optional) Ethernet
- Practical counting/pulse
- Ethernet-connected expansion I/O
- High-performance processors
- FREE programming software (with built-in simulator)
- Powerful control over program execution
- Enhanced troubleshooting tools
- FREE online training with coupon
- Starter kits available

Productivity Series: Premium features at a value price

- Advanced discrete and process
- Data collection
- Extensive communication
- Built-in data displays
- Web Server
- FREE Software

The Productivity controllers shatter the price per feature paradigm in every category, with prices that can't be beat and a two-year warranty on all modules.

EtherNet/IP

- Auto discovery of hardware, including remote I/O bases (P3000 only) and GS drives when connected to the Ethernet remote I/O network
- Tag name database programming
- Task management
- Advanced "fill-in-the-blank" instructions
- Seamless corporate database connectivity
- Run-time editing and project transfer
- Project file, tag database and ladder documentation stored in the CPU
- FREE Productivity Suite software

DirectLOGIC: Long-running PLCs

- Advanced discrete
- Basic process control
- Expandability
- Ethernet
- FREE Software*

*100-word program limitation, $395 for unlimited program sizes

DirectLOGIC PLCs (nano fixed I/O to modular units) are industry workhorses, time-tested in some of the toughest industrial settings.

All platforms use the same DirectSOFT programming software, so your investment is protected.

Six PLC platforms to choose from in the DirectLOGIC family:
- DL05 stand-alone brick with one option slot (30 I/O max)
- DL06 stand-alone brick with 4 option slots (100 I/O max)
- DL105 stand-alone brick with high amp relays (18 I/O max)
- DL205 powerful modular PLC with the most available option modules (up to 16,384 I/O max)
- DL305 time tested, legacy control platform (up to 368 I/O max)
- DL405 time tested, legacy control platform (up to 16,384 I/O max)

| Automation | Communications | Process | Switchgear | Pneumatics |

*All prices are subject to change, orders accepted at the pricing ruling at the time of acceptance of orders and do not include GST.

Quality with Direct Automation's control components

30mm multi-layer Light Towers

High-luminance LEDs are used to enhance the extra brightness for 30mm light module . as well as extending there life, lower's the energy consumption, saves time and cost in maintenance.

A LED chip is installed on the PCB board by SMD technology .

There are 8 lamps in each light module, providing extraordinary brightness.

Voltage: 12-24V power supply.

Fork Level switches

Fork Level Switches
· No calibration necessary,
· Large vibrating range and the amplitude up to 8mm for the weak sticky materials hanging on the fork.
· Adjustable amplitude for distinguishing from the density of different substances.
· Ultra red LED offers a immediate warming for the operator to control the measurement.
· Suitable for measurement of level of liquid, particulate and dense materials.
· Available to detect solid substances in liquid.

Pressure Transmitters

The **PB series** electronic pressure transmitters sense gas, liquid and steam pressure and feature your choice of 0-10V or 4-20mA output.

The switch withstands aggressive media and detects pressure ranges up to 5800 psi (400 bar).

Paddle Level Switches

Rotating Paddle Level Switches
The SRP/SRT Series are a modular design for rotating paddle level switches.
Paddle level switches are divided into components: main part, coupling, extension rod for user lengths, and a selection of paddles.
· Special shaft sealing for dust-proof
· Stainless steel mechanical parts
· Rotating torque can be adjustable
The SRP/SRT Series are available in 24VAC, 110-120VAC, 220-240VAC or 24VDC.
SRP10CC00504: Standard type , L= 50mm (Shaft Material = SS 304), 80Deg C, standard , ABS housing **Everyday Price: $125.00**

PB1106 Pressure Sensors Sensing range 0-10 bar Analog output 0-10V 3-wire Thread connection: G1/4 **Everyday Price: $139**

Pneumatic Controls

Pneumatic Tube and Fittings

Mechanical Directional Valves
1/8, 1/4 and 1/2G Ports

Automation	Communications	Process	Switchgear	Pneumatics

S/S Mini Cylinder ISO6432
16mm to 40mm bores

MAC25X50-S.....25mm bore x 50mm stroke MA Series S/S Mini Cylinder Magnets & Cushion
Everyday Price: $46

MAC40X100-S.... 40mm bore x 100mm stroke MA Series S/S Mini Cylinder Magnets & Cushion
Everyday Price: $72

LSF Series Cylinder
ISO15552:2004

LSF50X100-S .....50mm bore x 100mm stroke Double Acting Sq Body Cyl ISO15552:2004 Magnet & Cushioning.
Everyday Price: $113
LSF100X300-S .....100mm bore x 300mm stroke Double Acting Sq Body Cyl ISO15552:2004 Magnet & Cushioning

Everyday Price: $365

Directional Solenoid Valves
M5 and 1/8 Ports

LDW251F10DC24V 5/2 Single Solenoid Valve M5 Port 24V DC complete with coils and plug top

Everyday Price: $49

LDW251F11DC24V 5/2 Single Solenoid Valve 1/8 Port 24V DC complete with coils and plug top

Everyday Price: $49

Directional Solenoid Valves
1/4 and 1/2G Ports

LD25122DC24V 5/2 Single Solenoid Valve 1/4" Port 24V DC complete with coils and plug top
Everyday Price: $55

LD25144-DC24V 5/2 Single Solenoid Valve 1/2" Port 24V DC complete with coils and plug top

Everyday Price: $125

Air Preparation Units

LAC2000-02
3 piece comb LAF,LAR,LAL Rated Flow L/min 500 1/4" Port
Everyday Price: $55

See things from a new Point of View
HMI/SCADA Software for PC-based visualization

POINT OF VIEW

Starting at:
$395.00
PV-500-DEV

Point of View is powerful software for developing HMI, SCADA, and OEE/Dashboard projects for your control system that can be deployed anywhere.

Create graphical screens that are easily understood, plus show data, alarms, trends, and more. You get all this capability for a very practical price, no matter how small or large the system.

Save time
View your process from your desk or Web-enabled mobile phone using a standard browser (Internet/intranet including XML support)

Save money
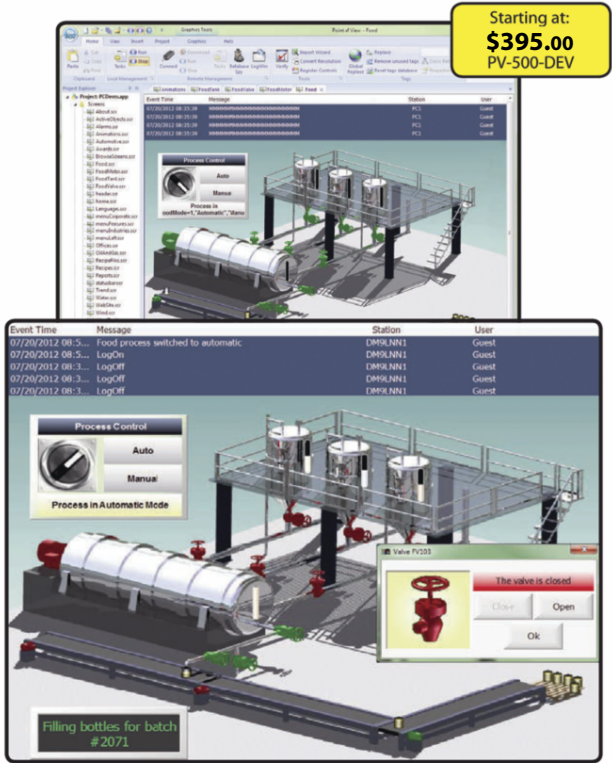Develop once and deploy on many Microsoft supported platforms

Clear information
Multi-language (UNICODE) so operators understand immediately

Fix problems fast
Understand alarms quickly, visually on-screen, or via E-mail, PDA, mobile phones or Web browsers

Reduce downtime
Use open technologies (ActiveX, .NET) to visualize documentation, repair videos or audio messages

Enterprise integration
Easily tie into ERP and "back-office" systems using built-in relational database connectivity

Flexibility
Contains 18 built-in drivers for connection to the most popular industrial controllers: AutomationDirect's Productivity3000 and DirectLogic; plus many Allen-Bradley, Omron, Siemens, GE and Mitsubishi series. Also includes a driver for Modbus communication.

Intuitive software gives you the tools to create dynamic objects and screens, easily saved and re-used to speed development. If you need alarms, events, recipes, schedulers, database interface - it's all available!

Each Point of View package includes one thin client, one secure view thin client, and one mobile thin client license.

(Additional licenses are available separately.)

Three software packages are available in 500, 1000, and 5000 tag count versions:
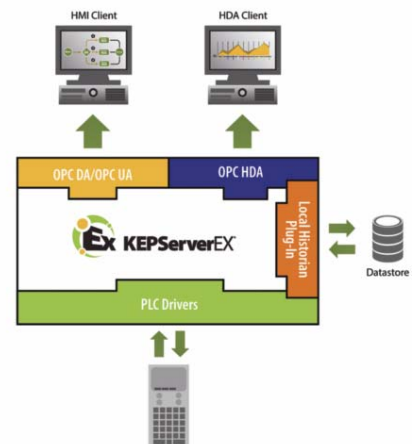
- Complete Package - Development + Runtime
  starting at: [PV-500]
- Development Package - Development Only
  starting at: [PV-500-DEV]
- Runtime Package - Runtime Only
  starting at: [PV-500-RT]

If your project gets bigger than expected, smaller versions can always be upgraded to the next larger tag count.

Kepware

Supported Protocol
- OPC HDA 1.20 client access

Local Historian Plug-In for KEPServerEX
KEPServerEX – Communications Platform

The Local Historian Plug-In for KEPServerEX moves data collection, storage, and access closer to the data source to prevent data loss and improve operational efficiency via open access and a single product solution. By plugging into the KEPServerEX communications platform, the Local Historian can connect to any device and add devices in real-time without operational downtime. Its plug-in architecture simplifies configuration, provides flexibility, and makes the information accessible across OPC HDA (an open standard).

Quality power products at great prices

Rhino PSS Series
Power Supplies
- Universal input voltage, 85-264 VAC / 100-375 VDC
- 24 VDC or 12 VDC outputs, 35 to 100 Watts
- Dual Output Voltage Model - 24VDC (adjustable), 5VDC (fixed)
- Rugged aluminium housing
- Overload, overvoltage and thermal protection
- UL60950-1 recognized, CE marked

Rhino PSB Series Power Supplies
- Universal input voltage, 85-264 VAC / 120-375 VDC single phase or 320-600 VAC 3-phase input
- 24 VDC or 48 VDC outputs, 15 to 480 Watts
- Overload, overvoltage and thermal protection
- (5) 24VDC output, single phase input models for Class 1, Div 2 hazardous locations
- (2) 48VDC output single phase input models
- 24VDC (adjustable), 40A (960W) output, 320-600 VAC 3-phase model
- Redundancy and buffer modules
- UL508 listed, UL60950-1 recognized, CSA certified, CE marked

DC to DC Converters
DIN-rail and panel mount DC-to-DC converters
PSP series - wide input ranges of 9.5 to 18VDC and 18 to 75VDC for operation with all popular DC supply voltage systems. 5, 12 and 24 VDC adjustable output ranges.
FA-DCDC-1 - Isolated ±10VDC, ±5VDC multiple outputs. 12-24VDC input voltage range. Designed to handle many types of configuration applications.

Full-Featured 3-Phase Soft Starters

#1 Value in AC Drives

AC Variable Drives
VFDs - Variable Frequency Drives (0.18 Kw to 75 Kw)

Motion Control Systems

AC Servo Systems - Motors and Drives
SureServo: precise control of position, velocity and torque at an incredible price.

STELLAR® SR22 Series Compact 3-Phase Soft Starters

5A to 40A rated current versions @ 208-460V

45mm and 55mm standard sizes

SR22 semi-conductor solid state soft starters provide many advantages when used instead of electro-mechanical contactors to control 3-phase AC induction motors:

The SR22 series motor soft starters use thyristors for controlled reduced voltage motor starting and stopping

These low voltage soft starters then switch to internal contacts for efficient running at the rated speed

Compact AC motor soft starter prices start at $190.00 (SR22-05)

GS1 AC Mini Drives
GS1 series - our most affordable and compact inverter
The GS1 series of AC drives offers V/ Hz control with advanced application features. These drives can be configured using the built-in digital keypad (which also allows you to set the drive speed, start and stop, and monitor specific parameters) or with the standard RS485 serial communications port

GS1-20P2 0.18kw 230v 1ph in, 3 ph out GS1 Drive Including controller and Manual
Everyday Price: $169

SureServo® - AC Servo Systems
The SureServo family of brushless servo systems is fully digital and offers a rich set of features to cover a broad range of motion control applications. There are eight standard servo motors that can be operated in combination with one of three standard servo drives.
The SureServo family includes standard accessories such as: servo motor encoder cables, servo motor power/brake cables, ZIPLink kit for servo drive's CN1 connector that provides for easy connection of external controller and I/O, optional external regeneration resistors, and optional AC input filters.

SureServo servo drives start at **$525.00**

C-more Micro

It's a touch panel... at a text panel price

Do more with C-more Micro-Panels!

C-more Micro panels have become one of the most popular and most reliable value packed operator interfaces in the industrial market. After all, the low prices allow customers with tight budgets to take advantage of graphic control panel features that are most often found in more expensive touch screen products. The *C-more Micro* selection continues to expand as we now offer 3-inch, 4-inch, 6-inch, 8-inch and 10-inch panel sizes, in both monochrome and color models. With the addition of the larger 8-inch and 10-inch sizes, you can display even more text, graphics, or bitmaps to effectively communicate and display data to the operator. Touch and non-touch screen models are available in the 3-inch models.

Both TFT Color and STN Monochrome panels are now available. The 3-inch and 6-inch STN monochrome versions each offer five selectable background colors that allow you to use color to convey meaning. Several options, including plug-and-play keypad bezels, are available for both the 3-inch and 6-inch models. The 4-inch 6-inch, 8-inch, and 10-inch TFT full color versions offer up to 32,767 colors for more vibrant and colorful project screens.

Prices Starting at $345

4"TFT model Starting at $595

C-more Micro Panel Selection Guide			
Feature	3-inch STN Monochrome Models	4-inch and 6-inch TFT Color Models	8-inch and 10-inch TFT Color Models
Display Resolution & Type	128 x 64, touch or non-touch	320 x 240, touch	800 x 600, touch
Ports	1 serial (RJ12) and Optional DSUB15	1 USB (Port 1: USB Type B) 1 Serial (Port 2: DSUB15)	1 USB (Port 1: USB Type B) 2 Serial (RJ12 and DSUB15)
User Project Memory	768KB	3.2MB	30MB
Portrait Mode	NO	YES	YES
Colors	Monochrome; backlight can be configured per screen and/or per alarm as: red, green, amber, lime, or yellow (standard); or red, white or three shades of pink (high-contrast)	32,768 colors	32,768 colors

FREE Programming Software

FREE Configuration Software!

C-more Micro Programming Software is based on its powerful sibling, the *C-more* Touch Panel. It offers high end features designed to reduce your configuration time. Simply drag and drop the objects from the Object list (right side of screen) on to the screen construction area. Then configure your PLC tags and assign them to the objects. Use the built-in simulator to review your work on your PC before ever downloading your project! The time saving benefits of the *C-more* Micro configuration software could easily pay for the panel.

Built-in project simulator
- **Runs your project on your PC**
- **Test all of your screens before downloading**
- **Time savings pays for the panel!**

Built-in user object/screen libraries
Save time by re-using your custom objects and screens.