An EMF is generated in a way not described by Faraday's law. A permanent cylinder magnet is positioned inside, and coaxial with, a hollow cylindrical conductor. When the conductor is rotated and the magnet is kept stationary an EMF is generated between two points along the length of the conductor. When the magnet is rotated and the conductor is kept stationary no EMF is generated. When both magnet and conductor are rotated together an EMF is generated. The direction and rate of rotation may be varied.