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RoHS-compliant potentiometer found in electric guitars, industrial lifts, commercial scooters and directional speed controls...

MULTIPLE DESIGN WINS FOR BI TECHNOLOGIES’ ROBUST ROTARY POTENTIOMETER

FULLERTON, CA (July 28, 2008) – Providing design engineers with a robust, long-life device suitable for multiple applications, TT electronics BI Technologies’ Model P270 27mm rotary potentiometer has been specified for use by manufacturers in industrial, commercial, audio and heavy equipment markets. Since production began nearly a year ago, BI has been awarded four major design wins with the versatile rotary potentiometer.

“The multi-purpose design of the P270 device lends itself for use in heavy-duty equipment as well as light panel applications,” said Alain Leon, variable products applications engineer for BI Technologies.

“With the extended life cycle to 1 million rotations and multiple design options including package sealing, and center-tap and two gangs for redundancy, the potentiometer is ideal for applications ranging from electric guitars to industrial lifts.”

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MULTIPLE DESIGN WINS FOR BI'S ROBUST ROTARY POTENTIOMETER PG. 2

Recent design wins for the P270 potentiometer include industrial scissor lifts to raise and lower platforms and heavy duty welders; custom-built scooter controls with special short angle and sealing elements to protect against harsh environments; throttle assemblies in vehicles, directional speed controls for forklifts, and material handling equipment; and a win with a premier guitar manufacturer due to the potentiometer's superior rotational consistency and custom non-linear tapers.

The Model P270 rotary potentiometer features a resistance range of 1KO to 1MO and standard tolerance to $\pm 10\%$. Power ratings are 2W at 70°C, with a maximum input voltage of 500Vdc and dielectric strength of 1000VAC. Operating temperature range is -55°C to +120°C. BI Technologies will produce devices outside these specifications to meet customer requirements.

Typical pricing for the Model P270 potentiometer ranges from \$4.00 to \$6.00 each. Samples are available within 2-3 weeks and production lead time is 4-5 weeks.

For more information about BI Technologies' P270 Series rotary potentiometer, contact BI Technologies at 714-447-2345, by fax at 714-388-0046; by mail at 4200 Bonita Place, Fullerton, CA 92835; or visit: http://www.bitechnologies.com/products/panel_pots_sg.htm.

BI Technologies has been an innovator and leader in electronic components for more than 50 years. The company is a global manufacturer of trimming and precision potentiometers, position sensors, turns-counting dials, chip resistor arrays, resistor networks, integrated passive networks, transformers, inductors, hybrid microelectronics and custom integration products for communication, computer, automotive and industrial applications.

BI Technologies serves a global customer base with manufacturing locations in the United States, Mexico, Scotland, Japan, China and Malaysia. -more

MULTIPLE DESIGN WINS FOR BI'S ROBUST ROTARY POTENTIOMETER PG. 3

TT Electronics plc is a global electronics company manufacturing a broad range of advanced electronic components, assemblies and sensor modules for the automotive, industrial, telecommunication, computer and aerospace markets.

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Request the electronic image, call 019-87228072 or e-mail: bgaddy@btbmarketing.com
potentiometer URL:
http://www.bitechnologies.com/products/panel_pots_sg.htm