

COMPANY: TDK-LAMBDA AMERICAS**PRODUCT: ZWS 50/75 POWER SUPPLIES**David Norton
VP Marketing

What prompted TDK-Lambda to develop this product? Were there new technologies, processes, or market demands behind its introduction and development?

The ZWSBAF Series will eventually replace our older ZWSAF Series, which was launched in 1999. Market demands for higher efficiency and hence a smaller package size led to the development of this new series.

How is this product different from its competitors?

There are many open frame power supplies on the market, many of them designed for a short field life of around five years. The ZWS Series, however, is used by many engineers where their equipment has to last in the field for at least 10 years.

Any particular problems encountered during the development process?

Nothing out of the ordinary. TDK-Lambda has a very thorough design process, starting from the initial component selection where components are put through a number of tests to determine their suitability. Once the subset of components has been approved, and the initial design completed, testing of the power supply follows, again to a strict procedure as can be seen from the test data that is posted on our website's technical file download at: <http://www.us.tdk-lambda.com/lp/products/zws-series.htm>

What was the length of time from conception to production?

Approximately two years from initial start to full production.

Were cost factors critical in the final design of the product?

A detailed costing model based on an initial breadboard is performed, and in this series it did not affect the final design. Technical risk in this program was low.

Who is your target market and what strategies are you using to entice buyers?

Primarily industrial equipment manufacturers ranging from process control, industrial automation to test and measurement.

Additional information might include some engineering background, customer experience, or other information our readers might enjoy.

I will always remember visiting a customer who leased gaming equipment. TDK-Lambda had obsoleted the very first Z Series after many years of production, but the customer had been asked to build 50 more sets of equipment that used it. The engineer told me they did not want to redesign their system, and were going to use 50 power supply units that had been returned from the field after several years of use. I expressed some surprise, but he told me: "Your power supplies never fail!"



ZWS 50/75 Power Supplies

(For more "Behind the Scenes" articles go to: <http://www.newequipment.com/behindthescenes>)

BEHIND THE SCENES

In NED's February Issue ...

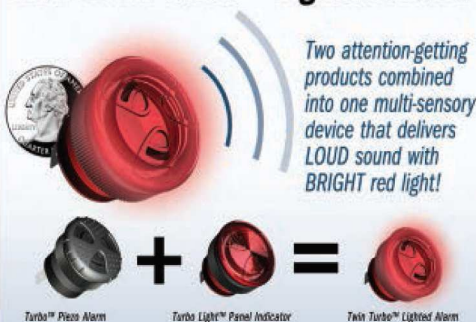
EAO Corporation gives our readers an inside look at how and why they introduced their new Series 51 Stop Switch.



Don't miss this report, plus more behind-the-scenes looks at other new products!

SEE THE SOUND!

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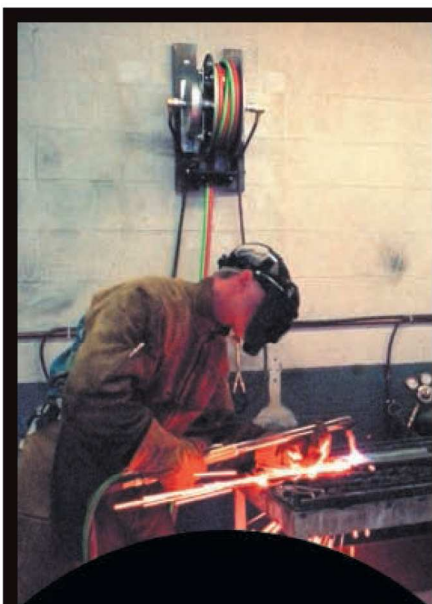


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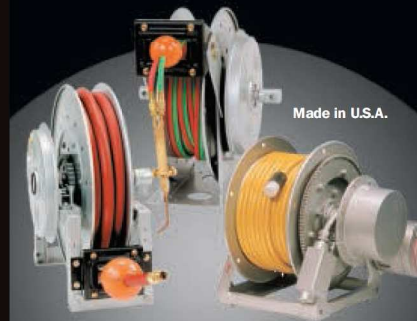
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