

MARQUARDT

SWITCH-NEWS

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Products

1683 – 1687 with sealing

The product introduction is delayed, because of the concept optimization. We are now in the status of ordering the new molding tools. This depends on the final investment planned for March. This means the SOP will be in July 2009. We are still looking forward receiving your market / customer potential. The customer presentation is available on demand from the product management.



switch system contactable. Both versions 1686.6155 as momentary version and the 1686.6154 as ON/OFF version are with gold contacts for signal voltage applications and applicable for all kind of vehicles (automotive or non-automotive). The cap of both versions is transparent.

New IP67 micro signal switch 1065

The assembly automat for the new series with sliding contact system is now running for most of the possible switch versions. The outstanding versions are those with the new “centre of position” and with the “diagnostic function”. The data sheet, the launch package, a power point presentation and the specification are available as download from the MQ intranet. The customer presentation is available from the product management on request.

1686 with separated 24V bulb

For the illuminated push button switch series 1686 two new versions are available with 24V 30mA bulb. The bulb is separated from the

Strategy

Extension series 1881

The first concept for the single pole change over version of the 1881 (1888) with middle off position (1-0-2) will be available in April 2009. The additional planned single pole version illuminated and the \geq IP54 version with push-in terminals is postponed. Nevertheless we still need your feedback for the market potential to push the planned new versions.

New IP67 switch series for non-automotive applications – Project NASS

The new NASS-Project, a environmentally sealed rocker switch for the Non-Automotive market, based on the 3230 switch series has been proceeding in the 2nd half of 2008. Ed Limbert, our R&D colleague at MSI has been investigating in first CAD-concepts. As soon as the first prototypes are available, marketing activities are planned to get some final feedback from target key customers (Q2

2009). Depending on the economic situation the SOP is planned for Q1 2010.

New IP67 sealed switch series 1045 (size 1050)

Meanwhile the stamping tools are finished and the molding tools are planned for Q3 2009. The design of the assembly automat has been started already, but the completion is postponed from end of 2009 for the time being, because of the economic situation. This means the official SOP is postponed from Q2 2010 as well. In the meantime small pre series quantities and customer samples will be available manually assembled.

Footswitch with IP67 based on the 2410

Because of the delayed SOP of the switch series 1045, which is the basis for the new foot switch, the SOP will be delayed to Q2 2010.

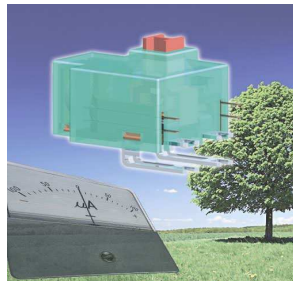
Strategy

Extension series 3006

The first potential customer for the planned cap version of the 3006 dropped his project. Therefore the activities for this extension have been shifted to 2009. At the moment the design department works on a solution for a membrane keyboard. For this concept a distance piece is placed between the 3006 and the membrane.

ECO SWITCH

Marquardt reacted and anticipated for the regulation of the European Union (EU-Eco-Design-Regulation 2005/32/EG), which describe the reduction of the standby losses for devices within the domestic use. The regulation is in place and describes the maximum standby loss for devices of one Watt (valid July 2010). For



devices with a display less than two Watt is required and after 2013 it is 0.5 and 1 Watt. Marquardt is currently working out switch solutions in order to support our customers within that challenge. It is planned to offer rocker and push-button switches with a remote-off function and as auto-off version. The remote-off is a switch with an electromagnetic coil, which is able to shut-off the switch by a signal from the end device electronic. The auto-off version does have its own electronic in the switch and is able to shut-off self-sufficient after a certain time in the standby mode. The first customer specific solution is in work and available by end of this year. Several new customer inquiries came in already. Furthermore standard versions for the market are planned. You are encouraged to discuss this topic with your customer and send us your feedback. A detailed presentation is available on demand from the product management. The product management is available for customer visits to present the details.

Marketing

Product list

The new product list is available on the intranet with all SSC products. The accessories are still missing, but planned to be implemented in Q2 2009. The new product list is based on the newly established cross media database. Additional features are the capability to download the customer drawing (K) and the datasheet per product number. Furthermore for all stock parts ("L"-switches) there is the possibility to see the available stock directly. Note that this is just an indication, but the concrete availability needs to be requested from Marquardt logistic still.

Accessory parts

The accessory parts will be implemented in the product list and in the online catalog in Q2 2009. The accessories and the corresponding products will be linked to each other. This means the correlation will be much easier.

Note for print catalogue

On Page 71 of the print catalogue are two dummy caps as accessory parts for the series 1830 illustrated. These dummy caps make only sense in combination with the housing, which are missing in the catalogue. For the single pole size dummy cap 203.145.051 the housing 217.132.031 and for the double pole dummy cap 203.146.051 the housing 217.127.491 is recommended. This will be updated in the online catalogue as soon as possible and in the print catalogue with the next edition.

Press office

Customers and Marquardt colleagues are now able to register for a press office to get the latest news per email at each new entry on the Marquardt webpage.

Miscellaneous

Update EN 61058

Some ENEC certificates based on the EN61058-1:1992+A1:1993 discontinue beginning of March 2009. The project to update this certificates is implemented and the target is to update the relevant certificates with the new versions EN61058-1:2002 latest end of March. The new certificates will be available as download in the Agile PLM or on request from the product management.

Cherry

The company ZF Friedrichshafen in Germany took over the worldwide Cherry Corporation. The company is now trading under ZF Electronics GmbH, but the brand name Cherry will remain. ZF is a major supplier of gears for the automotive industry. We assume that with the purchase of Cherry ZF wants to extend the competence in electronic. Additionally they presented several new push button and rocker switches as OEM products from the Taiwan based company SCI (Shin Chin).

ARCOLECTRIC

The company Arcoelectric has quite serious financial problems which is reported by different sources. Another indicator for this was their very small booth at the Electronica exhibition in Munich. As already known from Switch News 1/2008 Arco purchases from Chinese OEM. We now found out that Arco's supplier is the Taiwan based company SCI (Shin Chin).

Saia Burgess

Saia Burgess has been taken over by Johnson Electric Group with the headquarter in Hong Kong. Now the old brands like "Bär", "Saia" and "Burgess" are reactivated by using separate product catalogues for each brand.

New sales manager for standard switch

Mr. Rolf Mueller is 44 years old, married and has one daughter. As an Electrical Engineer and MBA he worked for the last 15 years always in sales. He sold for almost 10 years aluminum foil for the Canadian ALCAN Group world-wide. The last three years he was Sales Director for LINGL, a German machine manufacturer (brick factories). Mr. Mueller will be responsible for the sales in the sales department SD and SS with world wide responsibility and reports to Ansgar Neumaier.



New product manager for the standard switch team

Mr. Nelson Buschle is 25 years old. He finished 2007 his study at the university with the degree of an economical engineer for marketing and sales. He started with MQ as a trainee in the product management for one and a half years, before he started as product manager by November 2008. Mr. Buschle will be responsible for the miniature product program, the new IP protected non-automotive switch (NASS) and all related customers as well as for the foot switch program mainly. He reports to Thomas Mattes.



IMPRESSUM

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