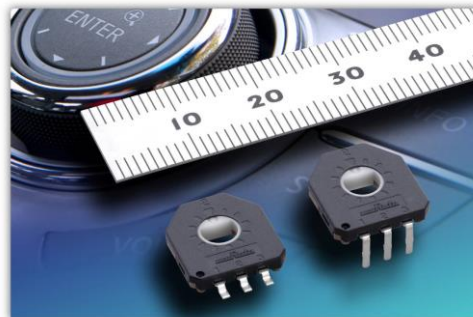


Consumer and Automotive Low Cost SMT Rotary Positions Sensors

Willow Technologies Limited (www.willow.co.uk) announce Murata's mass production of the **SV03 series of low profile, low cost, surface mount rotary position sensors** aimed at **consumer and automotive applications**.



Said Martin Pearce, Marketing Director, Willow Technologies Limited, "Measuring just 11 x 12 x 2.1 mm and weighing only 0.4g, these compact sensors are ideal for use in a broad range of consumer electronics appliances and are also well suited to automotive applications."



By detecting the angle of rotation of a switch, the sensors provide a cost effective rotary switch and feedback sensor. One example application is an airflow adjustment switch within a domestic air conditioning unit.

"Building on the success of the earlier SV01 family of sensors, the new series is available at a lower cost, due mainly to a review of the materials used in their construction", continued Pearce.

The SV03 series suits long service life applications and is rated at up to 300,000 cycles. It also has a high precision, providing rotational measurement within +/- 2% across the whole 333.3 degrees of rotation. The sensors have a wide range of operating temperature from -40 to +125 °C. The extended operating temperature range of the series makes it ideal for use in a wide range of automotive applications.

Operating voltage is +5 VDC within +/- 0.5 V. An adjustment scale is displayed on the device surface to facilitate mounting when assembly of the end-product takes place.

"These SV03 rotary position sensors are simply ideal, highly advanced device, for automotive and commercial applications", concludes Pearce.

Editor Information

Founded in 1989, Willow Technologies is located in Copthorne, Surrey, UK. We provide electronic solutions to customers by designing, manufacturing and supplying components and systems globally to the electrical and electronic marketplace. Specialists in switching, sensing, resistive and hermetic seal solutions we have a wide portfolio of sensing technologies and over 60 years of application experience. Our in-house engineering capability and rapid prototyping facility for custom parts enable us to develop products to match specific application requirements. Willow is ISO9001:2000 registered.

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