

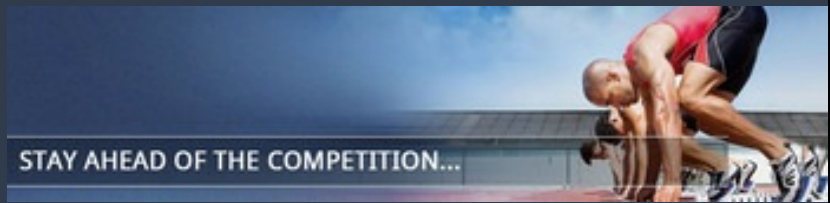


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Autumn 2012

Get Ahead and Stay Ahead of the Competition

Quarterly Update from Cranial-8



WELCOME MESSAGE

Dear valued customer.

Welcome to the Autumn edition of Cranial-8's quarterly update.

Rather than lament the ending of summer, let's instead celebrate the arrival of Autumn. The early Autumn months, resplendent in colour, represent a great time to catch up with colleagues and plan for the final quarter of the year. It also provides an opportunity to get up to speed on the latest developments in your industry.



In this issue you will find news on two exciting product releases from GE Measurement & Control, an update on Cranial-8's growing line card and topical discussions impacting the Cranial-8 eco system.

Happy Autumn
Andrew

NEW PRODUCT



ChipCap2 | Temperature and Humidity Sensor

GE have recently announced the release of ChipCap2, an advanced and cost effective humidity and temperature sensing solution.



Suitable for a wide range of applications including automotive, healthcare and industrial, ChipCap2 offers the most advanced and cost effective humidity and temperature sensing solution available today.

A capacitive polymer sensor chip and a CMOS integrated circuit with EEPROM are integrated into one embedded system in a reflow solderable SMD package.

NEWS FLASH

OriginGPS | GPS Modules



Cranial-8 is proud to add OriginGPS to its growing line card.

OriginGPS is a world leading developer, manufacturer and provider of advanced small foot-print GPS and GPS Antenna-modules.



[Read More](#)

NEW PRODUCT

T9600 | Temperature and Humidity Sensor



The new T9600 series humidity sensor by GE offers a new standard in the field of accurate relative humidity measurement.

Individually calibrated and tested, ChipCap2 performs at $\pm 2\%$ from 20% to 80% RH ($\pm 3\%$ over entire humidity range), and is simple and ready to use without further calibration or temperature compensation.

ChipCap2 provides linear output signals in various interfaces to customer requirements

- I²C interface.
- PDM convertible to analog signal.
- Alarm function for pre-set control at min/max humidity.

[Read More](#)

SUPPORT DOCUMENTS

Brochures from GE



Two brochures from GE Advanced Sensors have just been added to the Cranial-8 Sensor Portal:

- **GE's Thermometrics Temperature Sensor Solutions**
- **MEMs Pressure Sensors**



The Temperature Sensor multiple page brochure features a wide range of GE's temperature products including NTC and PTC thermistors, in-rush current limiters and assembly capability.

The MEMs Pressure Sensor brochure provides an overview of the GE MEMs technology and manufacturing capability.

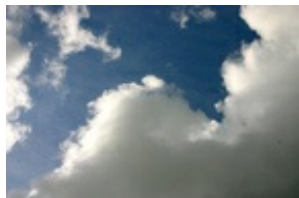
[Read More](#)

TOPICAL DISCUSSIONS

A Breath of Fresh Air | CO2 Sensors | Dale Faulkner

Indoor air quality is a topic of much discussion. Considerable research has been done linking the quality of the indoor air that we breathe to human health and performance.

A white paper entitled Common Toxins in our Homes, Schools and Workplaces (published on behalf of the Global Indoor Health Network, Inc.) is



one of the latest works on this important subject.



Based on a capacitive polymer sensing technology, this device offers signal conditioning and temperature compensation for a single SoC (System-on-Chip) solution.

The device is very simple to use, fully tested and calibrated for accuracy on delivery—no further calibration is needed.

[Read More](#)

TOPICAL DISCUSSIONS

Get Ahead of the Competition | Andrew Faulkner

Getting to market ahead of competition should not be another throw-away mantra - it should be a modus-operandi for all manufacture of electronic products.

Getting to market ahead of competition brings a host of benefits; improved Return on Investment ROI and first mover advantages that include being seen as an innovator and market leader.



Typically customers show great flexibility in adopting early solutions -even in the presence of failings. In short early-to-market products often become the de-facto standard by which others follow.

The now incumbent supplier can focus on developing customer relationships, earning customer trust and in incrementally improving the product offering.

Conversely competition are playing catch-up; adding marginal features, dropping price or changing product specification and form factor to fit the new de-facto standard.

[Read More](#)

ABOUT CRANIAL-8

Serving OEMs in Canada

Cranial-8 Synergy Sales provides a Manufacturing Representative service that is dedicated to helping OEMs get to market ahead of the competition.



Cranial-8 Synergy Sales brings together a range of synergistic electronic components and services for the Canadian electronics OEM market.

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