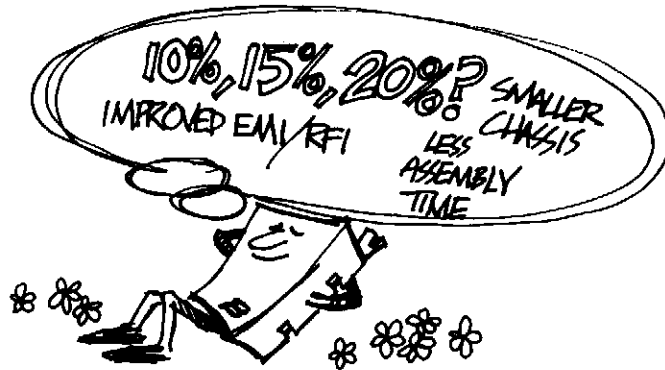


THE POSSIBILITIES OF SMT

You Won't Find This
FREE
Info in Any Catalog!

BEFORE WE START THE HEAVY-DUTY WORK, LET'S EASE INTO A LITTLE "WHAT IF" DAYDREAMING.

WHAT IF YOU COULD BOOST THE PERFORMANCE OF YOUR CIRCUIT BY 10%, 15%, 20% OR MORE?



WHAT IF YOU COULD SIMULTANEOUSLY REDUCE NOISE AND CROSSTALK AND GET IMPROVED EMI/RFI CHARACTERISTICS AS WELL?

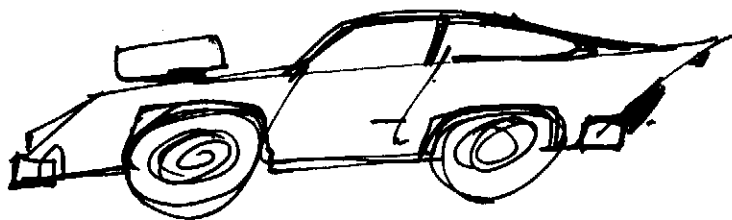
WHAT IF THESE PERFORMANCE INCREASES CAME WITH A CORRESPONDING DECREASE IN BOARD SIZE LEADING TO A SMALLER CHASSIS LEADING TO A MORE COMPACT PRODUCT?

WHAT IF BOARD ASSEMBLY TIME WAS REDUCED, REWORK VIRTUALLY ELIMINATED AND FIELD FAILURES SO RARE THEY BECOME A CURIOSITY?

WHAT IF IT WASN'T A DAYDREAM? WHAT IF ALL YOUR COMPETITORS HAD SUCH TECHNOLOGY AND IF YOU DIDN'T GET IT SOON THE MARKET WAS GOING TO GIVE YOU "WHAT FOR."

THAT'S ABOUT WHERE SMT IS TODAY.

LET'S TAKE A LOOK BELOW THE SURFACE OF SMT TO UNDERSTAND HOW AND WHY IT OFFERS SUCH BENEFITS.



TURBO-CHARGED PERFORMANCE. PERFORMANCE INCREASES RESULT FROM GREATER COMPONENT DENSITY (THE DISTANCE BETWEEN COMPONENTS) AND REDUCTION OR ELIMINATION OF LEAD LENGTH BETWEEN THE COMPONENT AND THE BOARD.

THERE IS SIGNIFICANTLY LESS TRACE RESISTANCE, LESS TRACE INDUCTANCE AND A REDUCTION IN LINE CAPACITANCE WITH SMT.

THESE SHORTER INTERCONNECTIONS RESULT IN IMPROVED EMI/RFI CHARACTERISTICS TOO. FOR YOU BUZZ WORD LOVERS OUT THERE, IT'S ENOUGH TO SAY THAT THE PACKAGE PARASITICS ARE REDUCED AND THERE'S AN "INDUCTIVE REDUCTION FOR SPEED PRODUCTION."

Here's How to Participate:

Beginning in May 1998, EDN has been publishing excerpts from Bourns' popular "Trimmer Primer" series each month. To participate fully in the program, Bourns will send you a 3-ring binder to house your information, technical articles, white papers and more. To get started, order your binder or any materials you may not have received, contact us via:

*e-mail: techweb@bourns.com • FAX: (909) 781-5273 (North America); +41- 41 7685510 (Europe)
or the Bourns Web Site: www.bourns.com*



**Leading
Design™**