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## "e-news" The ECS Newsletter

Frequency Control Solutions That Meet The Needs Of The Future . . . Today!

February, 2001

### Welcome to the first Edition of "The ECS News Letter"

The mission of this new communication device is intended to inform, educate and assist you, our representative and distribution sales network, so that you have more success in marketing and selling our frequency control products.



The content will cover leadtime updates, pricing matters, market trends, new products, technical advice, new applications, design wins awarded and of course other news about ECS that is vital to your success.

We are open to suggestions on what other content you would like to see in this monthly publication. Your suggestions are always welcomed!

### Design Wins The Lifeline to booking new business!!!

Recently with the assistance of our representative group in Canada Votron Electronics, ECS has won a major design win at RIM (Research In Motion) with our new 327SMO, surface mount 32.768 KHz clock oscillator.

RIM is a manufacture of wireless handheld communication devices. This specific design will be for their Blackberry line of two-way e-mail pagers, (cigarette pack-sized units with built-in keyboards that let users send and receive text messages using RIM's communication service.)

RIM's next major project will be a "wireless wallet" that will scrap the need for passports, credit cards and drivers' licenses along with giving users a cashless way to pay.

**You can be assured ECS will be there with a frequency control solution. Help us win designs at other accounts like this...**

### Product Feature of the Month "The end of Sloppy Timekeeping!!!"

Engineers measure by precise digital standards. So why settle for relaxed timekeepers? The 327SMO, a miniaturized SMD 32.768 KHz Clock Oscillator with very low CMOS power consumption is just what the customer is looking



### Market Watch What's on the horizon???

The market for timing devices continues to display impressive growth. The overall market is expected to show 10~12% annual growth, though several complex module types will expand at over 20% annually. Leading the charge are VCXO's (**ECS-VXO-93/VXO-95 Series**), (**ECS-VXO-97**), **TCXO's**, **VCTCXO's** (**VC-TXO-30SM/VC-TXO-36SM Series**), (**ECS-6000MV**), (**VC-TXO-39SM**) and filtering solutions (**ECS-96SMF Series**) with the key driver for all of this of course being telecommunications and specifically, wireless telecommunications.

Narrow band applications were responsible for much of the historical success of these product types, but broadband applications are behind the latest market expansion. Though wired technologies such as Ethernet, fiber optics, cable modems and digital subscriber lines (DSL) were the mainstay of the broadband industry, wireless applications will now join these.



Over the next five years, billions of dollars will be spent on deployment of fixed and mobile wireless broadband technologies, including third generation (3G), cellular, local multipoint distribution service (LMDS), multichannel multipoint distribution services (MMDS) and satellite platforms.

As a result, the traditional gap in market size between basic oscillators and crystals, which today account for almost 60% of the market, and complex oscillators is narrowing. The latter group, which includes TCXO's, VCXO's, TCVCXO's and filtering solutions are benefiting from exponential growth in the communications sector and higher selling price than basic oscillators or crystals. Growth is also evident in the case of crystals and basic oscillators, but it is considerably lower than that of complex oscillator types due to both a higher existing sales base and lower growth in the

for. With this product there is unprecedented timekeeping accuracy: +/- 1 minute/year from 0~+40C and +/- 4 minutes/year from -40~+85C. As temperature changes, the crystals nominal frequency varies. This product is the smallest on the market today when compared to Epson and Statek.

***Each and every device used in any wireless application platform today, requires this clock source.***

Where else does time count???? Internet servers, Medical test and diagnostics, portable field communications, DSL modems and networked industrial systems count on clocks keeping the correct time. International servers synchronizing e-commerce can't afford sloppy time keeping. Industrial energy meters measuring millions of kilowatt-hours can't waste time and \$80,000 cars deserve better clocks.

This unit is priced at \$2.50 in quantities of 20,000 units. To view a specification for this component, please visit our web site at: <http://www.ecsxtal.com/pdf/327smo.pdf>

We know every territory has multiple customers that need this timing device in their products. Let us know how many we need to sample.....

### **Certificate of Recognition Well Deserved!**

On January 30th, 2001, ECS presented our **Certificate of Recognition** to Anderson E.C.D., an authorized distributor located in San Jose California for outstanding performance for the last calendar year. Anderson had a significant increase in year over year sales and new order input. Please join us in congratulating Anderson E.C.D. on their exceptional performance for the year 2000.

traditional applications such a PC's and peripherals.

Meanwhile, product attributes continue to demonstrate traditional patterns, with few exceptions. Surface mount packages continue to gain popularity in all product types, particularly in high-end oscillator modules where they represent a relatively low share. Product with higher stabilities continues to forge forward, as do smaller miniaturized packages. **(ECS-327SMO, 32.768 KHz Oscillator)**

Without question, the future looks bright for frequency control devices in this ever-growing digital planet we are living in today...

### **Tech Sector What is a VCXO?**

**VCXO's** are crystal-controlled oscillators in which the output frequency can be adjusted by varying the external control voltage across a variable capacitor (varactor diode) within the oscillator circuit. The associated change in frequency due to the change in control voltage is known as pullability.

Changing the control voltage causes the diode capacitance to change. This change in capacitance causes the total crystal load capacitance to change and subsequently causes the change in crystal frequency. **VCXO's** are used in a wide range of telecommunications, instrumentation and other equipment where a stable but electrically tunable oscillator is required.

Due to the growing applications in digital data transmission, phase jitter (short term stability) has become an important consideration. Phase jitter provides a precise way to establish when a phase transition occurs. Look in your territory for those opportunities that need the precision of this very stable oscillator...

### **NEW CATALOGS READY FOR DELIVERY ORDER NOW!!!!**

Our **"NEW MILLENIUM EDIT I O N"** catalog has just come off the press!

Please fax or [email](#) your request to Diane Arterburn and be specific about the number of new catalogs you need for your sales efforts.

The new catalog has new products, enhanced application notes and the like. Or, visit our web site with new product information at [www.ecsxtal.com](http://www.ecsxtal.com).

### **Lead-times and Pricing>>>>Where do we go from here?**

A table showing showing the latest in lead-times and pricing is [available on our website](#). Forecasted trends are

for the next 2 quarters.