

Channel Talk

FROM LAIRD PERFORMANCE MATERIALS

August 2020

SERVING YOU

This edition illustrates the diversity of our sales support tools. Each one can be forwarded to your contacts easily with a few clicks. They are customer-centered and demonstrate you are partnering with an industry leader. Laird, you, and all our global channel partners are striving to achieve a successful 2020 in a year filled with challenges. Yet we've also seen greater than ever Laird-partner collaboration. Together, let's focus on producing a strong second half. We urge you to read Channel Talk and forward the links we've provided. Channel Talk is Laird's bi-monthly outreach dedicated to your success!

ULTRATHIN NEAR FIELD NOISE SUPPRESSION

Tablets, desktops, medical and networking equipment, automotive apps, cabinetry and more benefit from excellent near field noise absorption enabled by Laird's ultrathin near field [NoiseSorb NS1000 series](#). The new absorber line features high magnetic permeability, outstanding temperature stability, low outgassing and good flexibility. Use NoiseSorb to mitigate EMI by suppressing unwanted energy coupling, resonance or surface currents. Read and forward the link.



EMI SUPPRESSION OVER BROADBAND FREQUENCIES

Your customers will lower their total EMC costs and get superior EMI suppression over broadband frequencies using new Laird Steward [CM1210 and CM1812 Series](#) common mode chokes. Our low profile, compact design along with wire wound construction makes CM1210 and CM1812 ideal for automotive CAN-BUS, telecommunications and industrial signal lines. Laird Steward common mode chokes enhance signal line performance and reliability. What's more, the series is designed for use in an extended operating temperature range (-40°C to +150°C).



LAIRD LOW dK THERMAL SOLUTIONS DELIVER ANSWERS

In a new Laird [white paper](#), "Impact of TIM Dielectric Constant on EMI Radiation," our analysis shows electromagnetic properties of certain thermal interface materials (TIMs) can increase EMI radiation, leading to failure in regulatory compliance or deterioration in operating efficiency in the device. Desirable qualities in a TIM are high thermal conductivity and softness to ensure good physical contact between the IC, heatsink and TIM.



The findings also suggest that design engineers utilizing a low dielectric constant (low dK) [TIM](#) can ensure that the electromagnetic radiation produced by the system will not increase.

DESIGN WORLD: GASKETS GUARD AGAINST CORROSION

Risks of galvanic corrosion or damage from deicing fluids, oils and fuel are eliminated with use of two new electrically conductive elastomers from Laird, reports [Design World](#) magazine in a July issue. Manufactured by Laird using highly resilient fluoro-silicone and either nickel aluminum or passivated silver aluminum fillers, they offer reliable mechanical performance, environmental protection and electromagnetic shielding capabilities. In his new, related [case study](#), Laird author Rick Johnson explains how our novel seal solution allowed a manufacturer to protect a crucial military aircraft pod from air pressure and debris while also maintaining consistent and reliable electromagnetic shielding.



WEBINARS: VALUABLE PRODUCT TRAINING

Plan to attend and encourage your contacts to attend Laird's May through September series of free informational webinars. See the upcoming [agenda](#).

These in-depth discussions have attracted hundreds. Each 45-minute event features Laird experts concentrating on thermal, EMC, or structural issues or all three. Our team members address their topics from the customer's perspective and how to resolve them. PDFs and recordings of each are available through your Laird representative or by simply replying to Channel Talk. Recent webinars have included an [EMC Solutions Overview](#), [Secrets to Successful Combination Designs](#), [Dense Design Challenges](#) and [Co-Engineered Projects & Rapid Prototyping](#).

