

# Channel Talk

MAY 2022

## SERVING YOU

With dedication and with excellent cooperation from you, our partners, Laird continues to successfully navigate a host of global issues facing the electronics supply chain. We appreciate the great teamwork: satisfying buyer demands; making the extra effort and focusing on outstanding customer service and product quality; and meeting shipping expectations. When you succeed, we do. Should you need help, feel free to call or write us. And be sure to explore our variety of new tools to help you grow your sales faster now and throughout 2022.

Follow us along with aligned businesses at our new DuPont Interconnect Solutions page on [LinkedIn!](#)



## MAXIMIZE POWER IN A SMALL SIZE

The new, small footprint [CPI0603](#) series multi-layer power chip inductor from Laird™ Steward™ maximizes signals and improves power efficiency for DC-DC converters and power modules. It uses low-loss magnetic material to perform at low DCR with high reliability under DC loading. The [CPI0603](#) series' small footprint makes it ideal for use in compact portable or consumer devices and medical applications.



## EXTREMELY LOW DCR NETS LARGE CURRENT

Inductance tested at 1MHz, 1V, our extremely low DCR [MGV322512](#) series power inductor features a small size design yet delivers a large current. Laird Steward's metal alloy composite molded construction utilizing magnetic shielding blocks noise and improves performance. Low DCR enables a large current in a small size. The [series'](#) compact size makes it ideal for small space, high powered applications including telecom, datacom, consumer electronics, and more.



## WEBINAR: LEARNING FROM TEARDOWNS

A newly produced and engaging on-demand [webinar](#) takes you on an educational journey inside military and aerospace electronics. Laird Field Application Engineer III, John Donovan, uses revealing open-lid breakdowns to provide a pictorial examination of and shares commentary on high-performance military and aerospace components and related challenges facing design engineers. Components require more effective thermal transfer, significant EMI mitigation, or both. John's [webinar](#) details each solution.



## SAFEGUARDING NEXT GEN TECHNOLOGIES

In our latest [Insights Engineered](#) video, design engineers hear from experts on ways to ensure the reliable performance of 5G and other leading-edge designs upon encountering significant signal and thermal load obstacles. Dr. Ethan Simon, Laird's global R&D director, is joined by Eric Trantina, senior product manager for integrated solutions, and Franco Quagliata, field application engineer. [Watch](#) as they probe the crucial role played by robust, space-saving multifunctional solutions that both transfer heat and reduce disruptive EMI.



## STREAMLINING AC LOSS MEASUREMENT METHODS

Learn from an expert as Laird electrical engineer Jacken Zhang provides insights on how complex power inductor AC loss measurement methods can be streamlined by using a simpler approach. Laird's new test is suitable for all magnetic elements. It is especially convenient for AC-AC and AC-DC power supplies including complicated coil designs, inverters, charging stations, and wireless charging applications. Get insight from Jacken by reading the [white paper](#).



## INNOVATE AT OUR EXPANDED VIRTUAL DESIGN CENTRE

The continuously expanding Laird Virtual Design [Centre](#) now includes all the majority grades of RF/microwave absorbers. Users can locate, configure, download and request 2D and 3D illustrations, 2D blocks, and library. We encourage your customers to visit and tap into the bevy of technical content offered through the [Centre](#).

