



- General Operating Considerations
- Subject Index
- Selector Guides
- Evaluation Kits
- Sockets & Heatsinks

Tools at Your Command

- SPICE Models
- Data Sheets
- Application Notes
- Accessory Vendors
- · Military Screening Flow
- Failure Analysis

The Apex handbook is the world's most complete reference work when it comes to challenging power designs. Roughly a quarter of the book is application notes, a good source of "how to" and "how not to" tips and circuit ideas. Format is your choice; hard copy, CD-ROM or on line with all the latest and greatest.

Unless you're an old hand at power design, check out AN1, General Operating Considerations. It is the most important document in the entire book. While there is no substitute for actually reading it, at a very minimum, take note of the paragraph titles and look at the pictures.

In the back of the book is a Subject Index which may just point you to the specific information you need. Here's a sample of entries: Package drawings and marking information (Where's pin 1?), Load lines, Feedback zero compensation and Thermal capacity. You can also find many phone numbers, fax numbers and if you are inclined to visit Apex, a map.

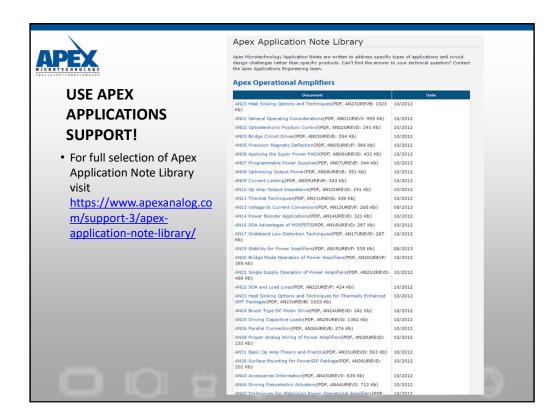


Beat the Discrete Approach

- Time to market value?
 - Lost sales engineering costs
- Value of 8 solder joints vs. 80?
 - Size, weight
 - Reliability
 - First pass yield, troubleshoot, rework, retest times
 - · Field failure rate & serviceability
 - Logistics costs
 - Component spec, buying, stocking, managing obsolescence

Response to these design issue questions vary an amazing amount, both in time spent on the subject and in answers to specific items. Apex products are used in products where meeting the Christmas buying season is paramount, where cutting machine size by 2 doubles the value of the product and remotely located equipment where field failures would be a disaster.

This seminar has covered many of the technical issues involved with using hybrid power products but it remains your engineering challenge to integrate the various advantages into your business environment. Perhaps a few moments spent here will enhance value of your final product.

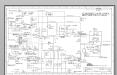




Value Added

- Worldwide recognition for our analog expertise
 - Customer presentations and application seminars
 - Schematic and layout reviews
 - Application notes
- · Short design cycle time
 - Save up to two years of design time by selecting an off-theshelf Apex product...when time-to-market is critical!
- High complexity
 - One component vs full BOM list
- · Long product lifetime





The Apex brand is synonymous with power analog. We understand that many analog designs are not trivial and that comprehensive technical expertise is required for higher end power amplifier designs. Dedicated trainings, seminars, schematic reviews and a library of applications are available from Apex to reduce the possibility of errors. Apex precision power products provide complex circuit designs in a single package, enabling high density designs with a reduced time to market We serve markets that require a long term source of supply. This is reflected in the extensive lifetimes of our products and the lengthy tenure of our customer relationships.



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So think of Apex Microtechnology the next time you are challenged with a power analog design project. Remember, Apex is not going to be just another supplier. Apex gives you access to leading edge analog solutions and technical support excellence that will prove to be instrumental to the success of your project. Contact us at sales@apexanalog.com to get started.