

Overview

Design News readers look to the magazine for information that is useful and helps them do their jobs better and for exclusive content that they cannot find anywhere else. We recognize that suppliers are an important source of technical information for engineers, and, frankly, we'd love to work you.

In fact, there are several ways you can contribute to Design News editorially, and we encourage you to contact the appropriate beat editor for your technology to discuss any of the following opportunities to contribute content::

- [Product press releases](#)
 - [Designers Corner](#)
 - [Design Applications](#)
 - [Sherlock Ohms](#)
 - [Contributed "how-to" technical articles](#)
- On the next few pages, we will review guidelines for each of these opportunities.

Design News 2009 Editorial Opportunities

Product Press Releases

Design News publishes **product press release information** in the following formats:

- **From the Newswire** – a blog at www.designnews.com, updated daily
- **Expo** – Product section within the print publication and online
- **Trendwatch** – Product section within the print publication and online that synthesizes an emerging trend

To Submit:

Email preferred – short writeup that includes indepth technical information and photo to

Liz.taurasi@reedbusiness.com

Or contact the [appropriate beat editor](#)



EXPO

Compiled by Elizabeth M. Taurasi and Sasha Brown-Worsham

ELECTRONICS



▲PROTEK'S 'S' SERIES SWITCH-MODE POWER SUPPLIES
Can be operated in constant-current or constant-voltage mode. With features such as a 0.01 percent line/load regulation, a remote sensing input and an efficiency of better than 70 percent, the S Series of benchtop switchmode power supplies from Protek can be operated in either constant-current or constant-voltage mode. Ripple and noise in voltage mode is less than or equal to 5 mV (rms), and in current mode less than or equal to 10 mA (rms). Measuring 5.4 x 6.4 x 1.4 inch, available versions include the 30-A, 0-12V Model 1230; the 20-A, 0-18V Model 1805; the 10-A, 0-36V Model 36105 and the 6-A, 0-60V Model 6005.

Protek Test and Measurement
<http://designnews.hotims.com/22105-551>

▼SIGNAL TRANSFORMER'S NEW CATALOG
Features power transformers, magnets. The 56-page, four-color literature offers photos and detailed specifications pertaining to the company's portfolio of power transformers, high-frequency magnetics and custom options. Offered to provide OEMs with a single reference for all their magnetics requirements, the catalog details more than 1,000 distinct models of in-stock chokes and transformers with capabilities from 1VA to 10 kVA. Information pertaining to custom designs, with capabilities to 45 kVA, is also presented.

Signal Transformer Inc.
<http://designnews.hotims.com/22105-550>



PCB PIEZOTRONICS' SERIES 5400 WHEEL FORCE TRANSDUCER SERIES
With onboard signal conditioning, calibration circuitry. Designed as one-piece units that mount between the vehicle hub and wheel rim, the Series 5400 Wheel Force Transducers (WFT) are equipped with onboard signal conditioning and calibration circuitry for each channel of data measurement. Waste-resistant products, available in various sizes for diverse vehicles, can be fitted with either slip ring or telemetry signal transmission. Offered in aluminum, stainless steel and titanium, the series incorporates temperature compensation and overload stops.

PCB Piezotronics Inc.
<http://designnews.hotims.com/22105-552>



Logic

Siemens provides a clear advantage in performance.

Logic control is expected of an automation controller. However, when performance is critical to the success of your application, SIMATIC 57 Controllers deliver:

- Built-in Diagnostics
- Scalability
- Speed
- Flexibility



Compare your controller to SIMATIC 57 Controllers.
www.sea.siemens.com/57logic

Designers Corner

A new product introduction is a candidate for **Designer's Corner** if it:

- Represents a significant technical development and is not merely a “me-too” product or is the result of a minor enhancement like a new size
- Can be described in technical depth, including basic operating principles, novelty of the design, and underlying technical innovation
- Can be supported by detailed drawings/charts and/or test data that assist in describing the principles and support the claims

To Submit:

Contact the [appropriate beat editor](#)

DESIGNER'S CORNER

»»

TECHNOLOGY YOU CAN USE

SENSING TECHNIQUE EXPLOITS A CHANGE IN VOLTAGE

DSP-based solution protects saw users from losing a finger

The traditional approach to preventing injuries from saws is strictly mechanical and uses blade guards. However, the guards can often be removed or misused, resulting in the loss of fingers and even toes. Engineers at SawStop took advantage of the digital signal processing (DSP) technology used to control the motors in higher-end saw systems to add protection for the user. By measuring the difference in the electrical properties of wood versus a finger, the electronic system protects users from extensive injury when accidentally contacting the saw's blade. The unique approach has resulted in dozens of patent applications for woodworking equipment and it may meet other sensing requirements.

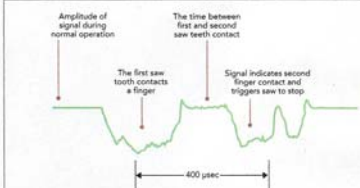
The Sawstop system uses Texas Instruments' TMS320LF2403A DSP-based controller in the motor control to detect a change in the induced voltage on the blade caused by the capacitance of the human body and force a brake into the teeth of the blade within 5 msec. To sense the presence of a finger instead of wood, a 500 kHz drive signal is applied to the saw blade. The amplitude can be adjusted between about 3 and 25V peak to peak. Since the blade is a good conductor, the high frequency signal is uniform across the entire saw blade. An integrator generates an absolute value of the signal sensed from the blade over a 6-µsec period. At the end of each 6 µsec, the amplitude of the integral is sampled by the DSP and the sampling capacitor is reset for the next period. The integrator is used because it provides a measurement of the amplitude of the signal on the blade that is relatively immune from noise perturbations. Brake-to-blade circuitry measures the amplitude of the signal detected from the blade by a brake pawl, which is proportional to the distance between them. The system can detect an 8-inch

blade on the saw with a brake cartridge that is designed for a 10-inch blade. If this occurs, the DSP will flash an error code on the control panel and the motor cannot be started until the error is corrected.

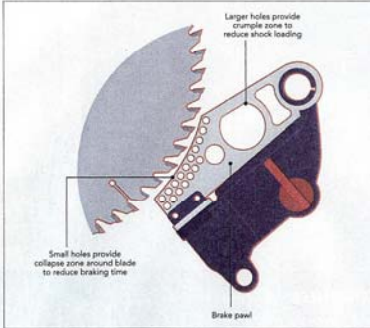
The patent rights for the SawStop approach are available for licensing on a non-exclusive basis to tool manufacturers.

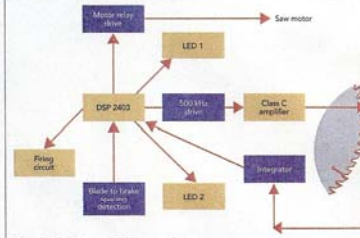
CONTACT: Stephen Gass, SawStop LLC
Tel: 503-438-4201; e-mail: info@sawstop.com

For info on Sawstop operation including video demo: <http://tbl.lms.ca/4386-500>
Texas Instruments TMS320LF2403A DSP-based controller: <http://tbl.lms.ca/4386-501>



Sensing When to Brake
The computed peak-to-peak amplitude of the 500 kHz signal on the blade in volts as a function of time. Each dip is the tooth contacting and passing through the finger. When a finger comes into contact with the blade, the maximum drop is about 40 percent total attenuation of the signal.





The DSP-Based Control System
The TMS320LF2403A DSP controls the saw motor through the motor relay drive to insure that the user cannot turn the saw on if there is a problem that would prevent the system from detecting contact or firing the brake. If a finger is detected, the firing circuit triggers the discharge of the high-voltage capacitor to burn a fuse wire and release the spring that pushes the brake into the blade.

Submit your ideas for this section to Karen Field, Design News, 275 Washington St., Newton, MA 02458; 617-558-4329; kfield@reedbusiness.com.

Design Application

A **Design Application** is a short, in-depth technical case study showcasing the use of a specific product/solution in a customer application. You should be able to provide editor with:

- An explanation of the end product and its basic operating principles
- The role of your core technology in the design and what features/benefits it delivers
- An explanation of what differentiates this design from others on the market
- Artwork should be technical and assist in explaining the technical aspects of the design
- Write-up should be technical, not in describing the principles and support the claims

To Submit:

Contact the [appropriate beat editor](#)

TRENDWATCH • AMPS & DRIVES
DESIGN APPLICATIONS

Keeping Soldiers safe on the battlefield

Designers develop sensing solution to detect damage to military vehicles

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URL: <http://www.designnews.com>

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Sherlock Ohms

The wildly popular **Sherlock Ohms** appears both in print and in our [Sherlock Ohms blog](#) online. Contributed by readers, vendors, and experts, each installment:

- Chronicles a real-world design engineering “mystery,” with a step-by-step description of the investigation and identification of the root cause
- Ideal for vendors to showcase application engineering expertise – ie modifying a CAD drawing to make the part more manufacturable or helping a customer optimize motor performance

To Submit:

Copy for print is 600 words (variable for online), diagrams or photos encouraged

Email submission to: Karen Field at kfield@reedbusiness.com

SHERLOCK OHMS
Famous investigations into engineering's most diabolical real-world cases

The Adventure of the Incredible Sparking Car

Back in the early '80s I was an electrical design engineer for an automobile manufacturer. One day the experimental engineering garage called on me to diagnose and remedy a strange, periodic snapping noise that surfaced during the development of a new vehicle.

Peering down into the dark, I confirmed that the noise was emanating from a large, arcing spark down low in the engine compartment. The arc was crossing between a small, metal in-line oil filter can and the vehicle's grounded chassis frame some distance away. The spark was big, fat and loud. It was at least two inches long and occurred about once a second whenever the engine was running.

In place of a conventional, vacuum-boosted brake system, this particular vehicle incorporated an experimental hydraulically boosted power brake system. It required an additional hydraulic plumbing from the engine-driven power steering pump to the brake booster system. The plumbing included a fluid filter inserted in-line to the pump's rubber, high-pressure feed hose. The metal filter housing was suspended by the insulated hose a distance away from the chassis frame.

I quickly concluded that a two-inch-long spark equated to at least a couple hundred thousand volts. My first thought was: "How do you get that kind of voltage with a car's 12V system?" I found it particularly confounding because the vehicle, which used a diesel engine, didn't even have a high voltage ignition system!

I was familiar with generating very high voltages and their principles of operation, having built my own Van de Graaff generator and Tesla coil as a kid. I concluded that, somehow, we had inadvertently produced the "hydraulic" equivalent of a conventional mechanical Van de Graaff generator, which consists of three main parts: an insulated motor-driven electron transport belt, a metal electron collector brush connected to the high voltage metal dome at one end of the belt and a source of electrons applied to the opposite end of the drive belt.

In my conceptual "hydraulic" equivalent, the moving, non-conducting hydraulic fluid and insulated rubber hoses were the electron transport mechanism. The metal filter can and its internal metal filter element made up the electron collector. The engine-driven hydraulic pump and drive belt were the source of electrons to the fluid.

Since the engine-driven pump was of an all-metal construction, and was grounded to the engine and the chassis frame, it was difficult at first to envision how the pump could be a source of electrons. However, I substantiated my suspicion that the pump was the electron source when I attached a grounded test lead to the pump by rubbing it against the pump's belt-driven pulley and caused the arcing to stop. When the engine was stopped, a conductivity check confirmed that the pulley was grounded in this non-operational state.

I then concluded that the pump's spinning pulley and internal rotor assembly were electrically "floating" inside the grounded pump housing, due to the hydrodynamic action of the bearings and rotor and the insulated seals inside the insulated hydraulic fluid. The actual electron source probably resulted from the triboelectric friction of the rubber drive belt on the pulley.

Grounding the filter can housing to the vehicle frame eliminated the arcing symptoms. Upon further reflection, grounding the filter can only provided a good sink for the electrons, and there was still a large circulation of those electrons in the hydraulic fluid. I wonder what, if any, detrimental effects that electron flow would have had on the fluid and the system's other parts. As I recall, this configuration of power brake booster vehicle never made it into a production vehicle.

BY ARTHUR SUNDEEN, CONTRIBUTING WRITER

Have you applied your deductive reasoning and technical prowess to troubleshoot and solve an engineering mystery that even the fictional Sherlock would find most perplexing? Tell us about it in 600 words and we'll pay you \$100 if we publish your case.
E-mail Karen Field at kfield@reedbusiness.com

Arthur Sundeen lives in Michigan, has a BSEE, holds 15 patents and runs his own electrical OEM company producing aircraft instruments and radio antennas of his own design. You can reach him via our Sherlock Ohms blog comments at <http://designnews.hotims.com/22101-528>.

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Contributed “How-To” Technical Articles

Our primary interest for **contributed technical articles** is in how-to or tutorial-type articles that serve to provide technical information that is useful to design engineers, rather than to promote a company’s products or describe successful customer applications

- Should have a narrow focus around a specific design challenge
- Sufficient technical depth to be compelling and useful to our readers
- Should contain information that is useful to the engineer practitioner, author should draw upon basic engineering concepts, calculations and technical diagrams
- Will run in print or online or both


To Submit:

Please send us an abstract for review, preferably before writing the article as we may be able to steer it in a direction that will generate most reader interest

Contact the [appropriate beat editor](#)

High Performance Motion Control

A SUPPLEMENT TO DESIGN NEWS



STORY_BRIAN COX,
ADVANCED AUTOMATION DIVISION OF
AEROTECH INC.

HOW-TO FOR TECHIES

Precise Triggering of External Events Based on Axis Position


Added circuitry and software improve precision and capabilities of motion controller

Precision motion control applications often require triggering an external device based on the actual position of the axis in motion. For many applications, traditional methods of triggering compromise part quality and cycle time. An axis-based trigger in the controller can significantly improve part quality, reduce cycle time, and eliminate other processing problems.

A unique high-speed position-based trigger option that Aerotech calls Position Synchronized Output (PSO) provides benefits to a number of applications. Enabled by a combination of proprietary hardware, software and innovative algorithms, the trigger allows starting, stopping or pulsing a laser for cutting or welding operations. Coordinate measuring machines and optical inspection machines can use PSO to take readings on the fly from measurement probes or cameras, significantly reducing cycle times. In fact, any application that requires precise data acquisition or process action linked to axis position can benefit from PSO functionality.


Traditional Triggering Methods
The first method used to tie an output to the position of a mechanical system consists of stopping the axis and waiting for them to settle to an acceptable value before triggering the output. This approach wastes valuable time, a costly disadvantage in production environments. In addition, poorly tuned systems and those subject to external vibrations or other disturbances might never settle to an acceptable value. If the output is triggered during this time, the part quality or measurement will not be optimum. To overcome the uncertainty of the settle value, the machine designer could be forced to specify a tighter tolerance than would otherwise be required, which could increase the system cost.

A second method uses special tracking hardware or software external to the motion controller to monitor the position of the axes. External tracking hardware is often capable of tracking only a single axis and is not a viable option for



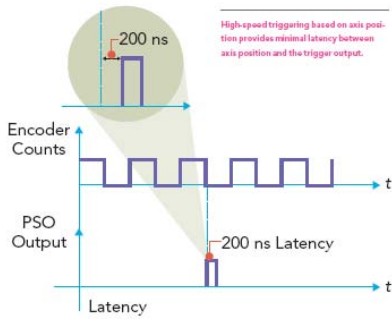
I think the article is well-written and informative. However, it is primarily geared towards Aerotech's core application focus, that being high-precision laser applications. I have found this feature to be very useful in doing a variety of what would be considered general purpose motion applications. For example, the PSO feature has been useful in triggering the movement of a saw in a flying shear application and in firing a knife in a cut-to-length application. In these applications we not only had the processing power to do the precise triggering of the actuator we also had the overall horsepower in the product to control the entire process.

Bill Hicks, Manager of Sales and Marketing Integrated Industrial Technologies



In this article the use of the PSO option with lasers is mentioned twice. The article mentions both welding and cutting and offers excellent examples of the PSO operation. However, it could expand up on why this is important for laser welding.

Join the conversation! For more detailed reviews from those readers and to add your comments, go to our Electronics Forum at: <http://bit.ly/4920-519>.



High-speed triggering based on axis position provides minimal latency between axis position and the trigger output.

200 ns Latency

www.designnews.com

MOTION CONTROL & AUTOMATION SUPPLEMENT 07.17.06 513

CONTRIBUTED “HOW-TO” ARTICLE GUIDELINES

- **Contact us first.** While we do occasionally accept unsolicited, completed contributed articles, to save both you and us unnecessary time and effort, and to ensure that the content is useful to our readers, we'd like to ask that you submit only the abstract or outline of your concept to us first. Better yet, before you get too far along, contact us directly to discuss your ideas. If we then ask you to develop an article, we will give you a word count, artwork guidelines and a deadline for copy.
- **Technical depth key** - Our primary interest is in how-to or tutorial-type articles that serve to provide technical information that is useful to design engineers, rather than to promote a company's products or describe successful customer applications. Superficial articles that merely list obvious “tips” or “guidelines” without examining potential trade-offs are not as useful to our readers, who are looking for specific solutions to design challenges.
- **Engineers Wanted** – Contributed articles that are authored by an engineer with an engineering title carry more credibility with our readers than articles authored by a marketing or PR person. Although we prefer an engineering title, we are willing to consider articles from anyone who can demonstrate deep technical knowledge of the topic at hand and writes at a technical level that is credible for an audience of engineers.
- **Focus** – Contributed articles should have a narrow focus around a specific design challenge (thermal management, minimizing vibration), but sufficient technical depth to be compelling and useful to our readers. They should contain information that is useful to the engineer practitioner, author should draw upon basic engineering concepts, calculations and technical diagrams (free body diagrams or PV plots, for example) as appropriate to support points in the article, describe fundamental operating principles, etc is not readily available in a textbook or on a website, and has not been published elsewhere

CONTRIBUTED “HOW-TO” ARTICLE GUIDELINES

- **Write for the Web** – The author should embed hyperlinks to related technical information on the Web in the article and include any references. If the article is published in the magazine, we will determine (with your input) which links will be included.
- **Writing Quality** – The writing style should be both clear and accessible. Our readers are busy people, and do not have time to wade through wordy prose.
- **Length** – With the popularity of the Web, articles in both print and online are getting shorter. Write as long as you have to when explaining a complex problem, solution or idea. However, recommended length is 1,000 words max, with plenty of graphics.
- **Bio** – The author must provide a short (20 word) biography, head and shoulders shot (at least 300 DPI at 2 by 2 inch format), and an e-mail address that will be published in the article.

CONTRIBUTED “HOW-TO” ARTICLES – REVIEW PROCESS

Once we receive your final article draft, we will:

1. Review the article to ensure it meets our guidelines before accepting it for publication.
2. Ask a panel of readers who are knowledgeable in the specific topic area to review the article and assign it a usefulness rating that will appear with the article in the magazine.
3. Communicate to you our editing comments, and if necessary, ask you to make revisions to the copy.
4. Upon receipt of the final version of the article, the article will then go to one of our in-house writers for final editing.
5. Though we cannot promise a specific publication date, we will give you our best estimate as to when we intend to publish the article.
6. The article may appear in one of several formats, namely:
 - Full article in print, with links to additional material on our website at www.designnews.com
 - A one-page synopsis of the article in the magazine, with a link to the entire article on our website www.designnews.com
 - Full article online at our website www.designnews.com
7. Once we publish the article, you can sit back and enjoy your Andy Warhol 15 minutes! We're also happy to report back to you how well the article performs online.

An Award Winning Team

Design News consistently delivers the kind of original, compelling, and highly useful editorial content that drives a high degree of reader engagement, thanks to an award-winning editorial team who understands what information design engineers really want and need. The result: Great editorial that our readers depend on as a critical and reliable source of technical information.



Karen Field, Editor in Chief

Motion Control/Automation, Made by Monkeys Blog

Karen's background as a mechanical engineer in the electronics industry and 20 years as a journalist covering technology gives her a unique perspective and ability to develop editorial content that is relevant and on-target for design engineers. She is the creator of the highly popular Gadget Freak, Calamities, and Made by Monkeys blog.



Charles Murray, Senior Technical Editor

Electronics, Electronic News Blog

A well-known face covering the electronics and automotive beats, Chuck brings nearly 25 years of strong reporting experience to Design News. With the instincts and dogged determination of an investigative journalist and an engineering background, Chuck's highly original articles have serious technical depth, which has fostered a strong and loyal following among design engineers.

An Award Winning Team

**Doug Smock, Contributing Editor**
Materials/Fastening, Engineering Materials Blog

Former Editor in Chief of *Plastics World* and *Modern Mold and Tooling*, Doug has written about plastics engineering for more than 20 years and has the ability to dig deep both technically and journalistically. A member of the Society of Plastics Engineers, he is co-author of two leading management books that include a discussion of engineering roles.

**Beth Stackpole, Contributing Editor**
Design Tools, CAD/CAM Corner Blog

Beth has been writing about design tools since the late 1990s. Among the mere handful of journalists chronicling the PLM market since its inception, Beth has written numerous stories on how PLM and 3-D CAD are transforming the process of innovation and product development at large manufacturers across all industries.

**Al Presher, Contributing Editor**
Fluid Power, Motion Control/Automation

A veteran with 18 years marketing experience in the servo motion control industry as VP of marketing for ORMEC Systems Corp., Al covers fluid power, power transmission, motion control and automation topics. He has written extensively on how technology solutions have made an impact in manufacturing.

An Award Winning Team



Jon Titus, Contributing Editor

Mechatronics Zone blog, Tips from Titus

Former Editor in Chief of *Test & Measurement World* and *EDN Magazine*, Jon has extensive experience designing with microprocessors and microcontrollers and developed data acquisition and instrument control systems. An engineer by education and a true engineer-practitioner, he has an avid following among design engineers.



Rob Spiegel, Senior Technical Editor

Green Scene, Green Blog, Lead Free Zone Blog

A former Senior Editor at Electronic News with over 20 years reporting experience, Rob is a versatile writer who covers a wide range of issues in the electronics industry. His areas of focus for Design News currently include compliance issues, the Internet, and distribution.



Liz Taurasi, Executive Editor

Design News Supplements, New Products, RANT column

Liz is an award-winning journalist who cut her teeth as a reporter in the newspaper business. Before joining Design News, she was the assistant managing editor of a daily newspaper in the Boston area, where she also oversaw the editorial and production of several weekly publications.

Editorial Contact Information

Please contact the appropriate beat editor for your technology to submit press releases, schedule new product briefings, pitch article ideas, or discuss opportunities for contributed articles

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