

MEDER - Cell Phone Application

Mashpee - Customer:

Danger Inc. is a design leader in the worldwide cell phone industry. Danger formed a partnership with Sharp Industries a \$17 billion-a-year Osaka based electronics manufacturing company in the design and development of the new Sidekick cell phone. Danger a 4 year old company, based in Palo Alto California was founded by a cadre of former Apple and Web TV designers. Danger is a primary software and services company that's revolutionizing the experience of the mobile Internet, bringing voice and messaging communications, open Web browsing, and perso-



nalized services to a growing number of loyal users around the world, including leading figures in politics, business and popular culture. How does Danger a 140 person company make its revenue? Danger has arrangements with eight carriers so far, including T-Mobile USA, SunCom and Edge Wireless in the United States, which offer Danger's e-mail platform and other services. Danger shares revenue with carriers when customer's sign up for the monthly services and buy ring tones, games or other services.

Application: And why MEDER? Simple, "Movement". The Danger design needed a way to indicate the position of the display when rotated. Danger selected the reed technology due to the small size of a reed sensor and the fact that the reed sensor is hermetically sealed. One other key factor in deciding on the reed technology over a Hall Effect solution was the fact that reed sensors require NO power. MEDER is the only manufacturer of surface mount reed sensors that could meet Dangers design requirements

Solution:

The MK17 surface mount reed sensor. The MK17 has an overall height of only 2.10 (0.083) the ultra low profile was one of the drivers that lead Danger to our unique package design. Reference data book page number 213-216 for additional specifications.



Who will buy the MK17 series?

- ✓ Customers in a PCB application where board space is at a premium.
- ✓ Customers that require a very low profile means of high reliable switching.
- ✓ Customers who have applications where there concerned about the harsh environments the end product could be subjected to.
- ✓ Customers that need to sense..
 - Movement
 - Rotation
 - Need to indicate
 - Wants to verify
- ✓ Look for hand held devices like..
 - Radio's
 - Cell phones
 - Test equipment
 - Meters
 - Medical devices

