

MARKETING UPDATE

New Product Introduction



OMRON
ELECTRONIC COMPONENTS

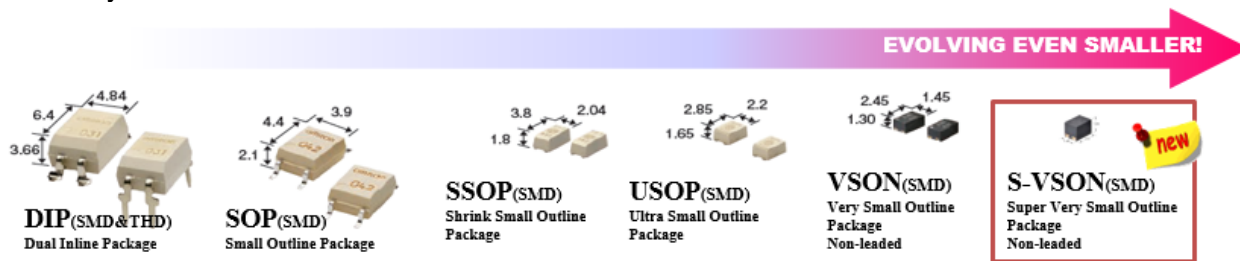
NO: Rel-194
DATE: October 4th, 2017

Products: G3VM-61QR, -61QR2, -101QR1 MOSFET Relay
Type: New Product Introduction

Omron is pleased to introduce new models of S-VSON MOSFET Relays offering high switching capacity, high temperature and low ON resistance in Super Small S-VSON package.

This expansion of Omron's G3VM S-VSON Product Line features the addition of new 60V and 100V models.

This relay offers world's smallest class new S-VSON package and a high ambient operating temperature at 110°C. The high ambient operating temperature contributes to design flexibility.



Please read this document carefully. If you have any questions, please contact your Omron Sales Representative.

DISTRIBUTOR PRICING PROMOTION:

This New Product qualifies for our 30 day NPI pricing promotion:

- If there are two pricing breaks, standard pack increment may be purchased at master pack cost
- If monolithic cost structure, 10% cost discount.

Reminder, this is ONLY for the first 30 days after NPI announcement, after which time standard distribution pricing will be used.

KEY FEATURES AND BENEFITS:

Features	Benefits
Super small size: 1.45x2.0x1.65mm	Its super small size allows for high density mounting while providing size reduction in customer's end product
High Switching Capacity Models	Offers high switching capacity that previously was only achieved with bigger sized relays
Low CxR Models	Helps to preserve the integrity of the signal

Superior Dielectric Strength between I/O 500VAC	Its Dielectric Strength is more than double the competitor's models, making the G3VM S-VSON vastly more robust to transients
High Ambient Temperature -40 to +110°C	Suitable for using in testers that evaluate under High Temperature, such as Automotive Testers
Low On-Resistance Models	Smaller Energy Loss

TARGET APPLICATIONS:

- Automated Test Equipment (ATE) for semiconductor market
- Test & measurement equipment
- Communication equipment

SELLING INFORMATION:

- See attached NPI spreadsheet for more information.

COMPETITOR INFORMATION:

- Panasonic: TSON, VSSOP

LITERATURE SUPPORT:

- Visit G3VM S-VSON datasheet:

http://omronfs.omron.com/en_US/ecb/products/pdf/en-g3vm_61qr.pdf

http://omronfs.omron.com/en_US/ecb/products/pdf/en-g3vm_31qr.pdf