

## APEC 2015 Insights



Just back from the 30th annual [APEC](#), our industry's honest recovery is gaining momentum. Amid large- and small-scale showstoppers – APEC-logged cupcakes, Electrocube's 3D-printed business card and penholders, an increasing European attendance and in-depth academia-meets-industry conversations – our team gleaned insights for the year ahead.

**Do more with less.** Up and down the supply chain, companies are tasked to reinvent and/or improve existing products – and create new ones to meet more

demanding applications than previously imagined. *Emerging technology* and *new and improved* represent the overriding sentiment to continue the natural evolution of power components.

**The heat is on.** That natural evolution includes the mantra: *higher temperature, smaller packages and more reliability*. Thermal management is increasingly important as applications get more demanding – pushing more power through smaller devices – and precipitate higher heat tolerances.

**Refine design.** Every part of the manufacturing process is under examination, as modern demand requires components perform above current designs. The most obvious place to start? Design. Or, rather, better designs of current products. Head off costly issues. Partner with in-depth expertise of design engineers up and down the supply chain to inform and evolve design. In this month's ECN, see our own Tom Colella's [Top Five Mistakes to Avoid in Power Electronics Design](#).

**Put more sizzle in analog.** Despite digital's attractive possibilities, the ability to create analog power in expanding ways is anything but boring. Analog powers digital! Tried and true, yet in need of its own evolution, time to rediscover the allure of analog.

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### Look what you're a part of...

**Valued partners:** Electrocube has a long-standing relationship with Mike Wasiluk, Steve Lane, Mike Rosen and Harold Dean of [Prime Manufacturers Representative \(PMR\)](#). With more than 120 years of manufacturing experience among them, PMR has in-depth, widespread

expertise in military, aerospace, security, telecomm, medical, power distribution and industrial markets. These are our kind of geeks -- placing a high premium on knowledge, excellence and professionalism for customers above and beyond industry standards.

**All work... and a little play:** Yes, we geeked out at APEC with fellow engineers. We also made an attendee's day with a new gadget in our iPad mini drawing. And, the winner is Jason Burris of [Clariant](#), headquartered in Charlotte, NC. We look forward to APEC 2016 in nearby Long Beach.

**Next steps:** We're off to the [Del Mar Electronics and Design Show](#) in San Diego, CA, May 6-7 at Booth #240. Then, it's [EDS](#) at The Mirage in Las Vegas, May 12-15. Want to connect? [Email us](#) for an appointment.

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Founded in 1961, [Electrocube](#) specializes in custom designs and the manufacture of film capacitors, RC Networks, EMI Filters and foil transformers for a wide range of applications in the aerospace, audio, elevator, heavy equipment industries and more.