

Short Circuit

The monthly newsletter for Intellect's electronics members

intellect
REPRESENTING THE UK TECHNOLOGY INDUSTRY

March 2009

Thirsty British businesses can stem the tide

With reports predicting water is set to become an increasingly scarce and expensive resource¹ and that UK businesses are using enough of it every year to fill 2.6 million Olympic-sized swimming pools², sustainable business experts Envirowise are warning businesses that they could be pouring money down the drain.

Envirowise is urging businesses to contact them to find out how simple, low cost initiatives to reduce water consumption could help save thousands of pounds every year.

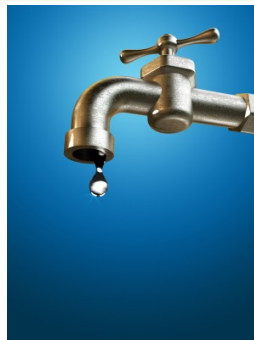
To make it even easier for businesses to introduce water saving measures, Envirowise has launched a new step-by-step online tool that helps companies identify where and how water is used and treated, the costs involved, and practical ways to reduce and re-use it. The tool also helps organisations keep control of costs and future proof against rate rises and supply shortages.

Last year Envirowise ran Rippleeffect, a free initiative designed to help businesses tackle water use. Around 500 businesses signed up for the scheme and it is hoped that many more will benefit from water savings by using the new Tool.

Claire Sweeney, water specialist at Envirowise, says, "Whilst many of us consider water to be a cheap and endless resource,

the reality is that we are using and wasting far too much, and this is placing extra pressure on existing supplies as well as impacting on the bottom line.

"It is crucial that people are aware of the serious and complex issues around water supply and use and we hope the new Water Efficiency Tool from Envirowise will help businesses address these challenges in the most effective way."



To use the Water Efficiency Tool visit www.envirowise.gov.uk/water

Envirowise offers a range of support, guides and factsheets for businesses interested in becoming more water efficient. For more information visit the Envirowise website: www.envirowise.gov.uk or call the Advice Line on 0800 585 794.

Sources

- 1 UN calculations, The Times, 22nd January 2009
- 2 Review of Water Use in Industry and Commerce: Envirowise N.B. statistics referenced exclude utilities, agriculture, fish farming, Mfr of coke & petroleum products

COMPUTEX TAIPEI 2009, 02-06 June 2009

COMPUTEX TAIPEI 2009 is the world's leading ICT procurement platform, Asia's largest and the world's second largest computer show and in spite of the global recession, COMPUTEX TAIPEI is the only event of its type and still growing with 1700 exhibitors expected in 2009.

Product categories include components & parts, data storage devices, software, computer systems, motherboards & add-on cards, WiMAX & communication products, peripherals, optoelectronic display products, digital audio video products. As well as the

exhibition there is a conference program workshops, seminars and networking.

The organisers are offering a small financial incentive to any Intellect members visiting the show that attend as part of an Intellect group of companies.

For more information about the show visit www.computextaipei.com.tw/index.shtml

For further details about the Intellect group please contact Charles Ward, T 020 7331 2166, E charles.ward@intellectuk.org

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Switched On - Monthly overview of the big stories breaking in digital communications

Whitehall Watch - Fortnightly public affairs digest



Artetch Circuits pass their 'Continuous Assessment Audit' for their AS EN9100 approval

Artetch Circuits are pleased to announce that they have passed their Continuous Assessment Audit for their AS EN9100 approval on Friday 06 March 2009.

This was the first surveillance audit conducted by the British Standards Institute since Artetch were awarded there AS9100 in October last year.

Joolz Burt, quality manager at Artetch, who recently gained Lead Auditor Status to AS9100 to add to her BS ISO9001 and ISO14001 qualification, commented; "I am delighted that we have successfully passed our first audit with nothing more than a couple of minor non conformities and observations. This shows that our quality systems are robust and the focus of quality within the company continues to deliver the correct results".

Managing director of Artetch Circuits Martin Morrell commented, "We employ 90 staff and although we have grown to be one of the top 10 printed circuit board manufacturers in the UK, the achievement of AS9100 opens a significant and exciting market to Artetch."

www.artetch.co.uk

Plating line installation

Faraday is pleased to announce that, as planned, our new Forward Automation Pattern Plating Line arrived in two sea containers on 23 February 2009.

We worked non-stop on the 23 along with the Forward Automation engineers to get the containers unloaded into the specially acquired factory space in Unit 19 Faraday Close. By the end of the day the floor space was a sea of hundreds of individual parts waiting to be built.

The engineers from Forward are making great progress and have worked long days along with our own in-house engineer to get the line built and commissioned. The build is currently going to plan and the system should be ready for leaching early next week before chemistry is added.

www.faraday-circuits.co.uk



Twitter for business to bring in some cash

Microblogging site Twitter is taking a much-anticipated first-step in its quest to parlay its popularity into revenue by offering certain customers an expanded range of services.

The company is preparing to offer commercial accounts in which corporations and other types of businesses pay a fee to receive an enhanced version of Twitter, a free service that allows people to send short, 140-character text messages to their network of friends.

Biz Stone, co-founder of Twitter, said in an email sent to Reuters, "We think there will be opportunities to provide services to commercial entities that help them get even more value out of Twitter. If these services are valuable to companies, we think they may want to pay for them."

Twitter has enjoyed a surge in popularity since its creation three years ago, despite the fact that the company has yet to make any money. According to Nielsen Online, which measures internet traffic, Twitter's website had more than seven million unique visitors in February, compared to 475,000 in February 2008.

Last year, the company turned down a \$500m acquisition offer by social networking powerhouse Facebook. And some observers have speculated that Google might have its eye on Twitter, because of Twitter's so-called real-time search capabilities.

Twitter recently closed a round of venture capital financing pegged at \$35m by media reports, following two earlier funding rounds totalling \$20m.

While Twitter initially planned to begin seeking revenue in 2010, the company

recently decided to accelerate the schedule and find ways to monetise its service this year.

On Monday, Microsoft and online marketing firm Federated Media rolled out a special website dubbed ExecTweets that allows individuals to monitor Twitter messages of business executives.

Stone said Twitter has just hired someone to work on creating commercial products. He would not say when Twitter's commercial accounts product is set to be introduced, but said it would be sometime in 2009.

"We have lots of time for experimentation with regard to revenue generation, so we'll probably be trying a few different things this year," said Stone.

Source: silicon.com

Axiom strengthens team with two key appointments

Axiom Manufacturing Services has made two new appointments as it continues to strengthen its core business offering. The new appointments are key to ensuring the company remains in a strong position despite the downturn in the manufacturing sector across the UK.

Kevin Wilcox joins Axiom as business development manager from CTL Manufacturing in Gloucester. Kevin brings with him 25 years experience in manufacturing and sales having worked for a variety of electronics and manufacturing companies including Remploy Manufacturing, AB Automotive Electronics and most recently Alpha 3 Manufacturing.

In his new role, Kevin will be responsible for developing Axiom's commercial contacts and seeking new business opportunities throughout the UK.

Also joining Axiom to bolster new business opportunities is Adele Jones who will take on the role of Axiom's first

telemarketer.

The role has been created specifically for Adele who will work on a part-time basis and will be responsible for managing Axiom's new CRM system and following-up new business leads.

Speaking about his appointment, Kevin said, "This is a really exciting yet challenging time to be joining Axiom. It's well publicised that manufacturing is going through a tough period but with the company's highly specialised offerings I'm confident we can continue to buck the UK-wide trend. "I'm looking forward to getting my teeth into the business and having the opportunity to meet both existing and potential new customers."

Adele added, "Returning to work after such a long career break was extremely daunting for me but everyone at Axiom has made me feel really welcome and valued."



Shaun Ashmead, managing director at Axiom, said, "We're delighted to welcome Kevin and Adele on board and are looking forward to working more closely with them both. It's imperative in tough economic climes that we plan for a future and I'm confident that investing in experienced staff now will pay off in the long-run."

www.axiom-ms.com

Plexus Kelso facility enters into agreement with Games Warehouse

Plexus Corp., a global, award-winning participant in the Electronics Manufacturing Services (EMS) industry, recently announced that it has entered into an agreement with Games Warehouse, based in the UK, to produce advanced products in its Kelso manufacturing facility. Plexus will support the Games Warehouse scalability requirements for global production capacity in the both the UK and North America.

Plexus' global presence and resources will enable Games Warehouse to optimise its operational performance and reduce time to market whilst allowing Games Warehouse to focus on its core competence of games software development. The Plexus industrial/

commercial market sector operates with a focused global team that is dedicated to providing advanced High Level Assembly (HLA) solutions to this strategic customer segment.

"By leveraging our experience in the gaming and kiosk market, and electro-mechanical equipment markets, our team is able to rapidly develop unique solutions for the emerging kiosk market. We have developed a broad service offering for this space and will continue to make further investments in this high growth market," stated Pete Whitley, vice president, customer management – industrial/commercial. The Kelso site has recently expanded its manufacturing footprint to support the growing demand for building complex

HLA products. In addition, this space will assist in supporting the growth Plexus is seeing in the European market.

"We are delighted to have entered into this partnership with Games Warehouse," stated Willie MacKinnon, UK managing director. "Our people are our key differentiators. The selection of the Plexus Kelso site by Games Warehouse represents a true testament to the site's experience and professionalism in delivering world-class service offerings to our customers as we continue our vision to be the best EMS company in the world in the mid- to low-volume, higher mix segment of the market."

www.plexus.com

Book now for Intellect's Annual Dinner, 13 May 2009
The Dorchester, London W1
Guest speaker: Bill Bryson
Book online at www.intellectuk.org/annualdinner2009



Axis strengthens its Board

Axis Electronics Ltd has made two new appointments to the Board.

Paul Jackson, previously technical manager and instrumental in many of the company's existing technical innovations, has been appointed manufacturing director.

Chris Nye has been promoted to materials director and will be responsible for ensuring that successful material management is managed at the highest level.

"Chris and Paul work exceptionally well together and bring a new dynamic to the Board," commented Phil Inness, managing director.

"It is crucial that we have a strong Board to lead the company and our staff, ensuring Axis Electronics is best positioned to meet the future challenges in manufacturing innovation and material supply ensuring we generate exceptional value for customers."

www.axis-electronics.com



Funding grants available for carbon-reducing innovations

The Carbon Trust is a leader in identifying and supporting promising research into carbon-reducing technologies. In the last five years, the Applied Research Grants has invested £21 million in over 150 ground-breaking research projects: from ocean power to passive cooling systems, from new solar cells to CO2-reducing cement.

- ▶ Is your innovation commercially viable?
- ▶ Does it have the potential to reduce carbon emissions?
- ▶ Then now could be your turn.

The latest call for Applied Research funding applications is now open, with entries closing at 17:00, 16 April 2009.

For everything you need to know and to download your application pack now visit:

www.carbontrust.co.uk/appliedresearch

Bolton launches business improvement (BiT) training

Remploy Bolton has launched a programme to deliver training in Business Improvement techniques to all its employees. The BiT training will equip the workforce with the tools to continually challenge and improve the way we work. By using the ideas and creativity of all our people, we can

further improve the level of service offered to our customers. It also ensures that we meet the Remploy mission to train and develop our people.

The training forms part of a programme to establish Bolton as a Remploy 'Centre of Excellence' which is now well

underway. Carl Lawton, factory manager at the Bolton site commented, "Our work-force has reacted extremely positively to the training, with a high level of involvement and commitment."

www.remployelectronics.co.uk

Launch of monthly Intellect SME newsletter

Next month Intellect will be launching a new monthly SME newsletter focusing on:

- ▶ notifications of relevant stakeholder news and opportunities
- ▶ tip of the month with regard to legal amendments
- ▶ summaries of SME national/regional news stories

- ▶ relevant legislative or regulatory developments
- ▶ notification of Intellect SME initiatives
- ▶ announcements of SME relevant meetings and events

If you would like to subscribe to our SME newsletter, please email communications@intellectuk.org

This newsletter will continue to evolve and therefore we look forward to receiving your feedback and suggestions once you have received the first edition.

www.intellectuk.org/sme

Ventec products not affected by Isola patents - International Trade Commission terminates investigation of Ventec products

Ventec Electronics (Suzhou) Co., Ltd., a leading innovator in supplying laminates and prepregs to the PCB industry, announced that the United States International Trade Commission ("ITC") formally terminated its investigation of Ventec products on 19 March 2009.

With this ITC decision, Ventec is pleased to provide the following clarifications to its customers:

- ▶ Ventec products are no longer subject to the ITC investigation requested by Isola.
- ▶ No Ventec product has been determined by the ITC to infringe any Isola patent.
- ▶ Ventec is free to challenge the validity of Isola's U.S. Patent Nos. 6,187,852 and 6,322,885 in U.S. Courts or before the U.S. Patent Office.

With the termination of the ITC investigation, Ventec will step up efforts to meet the market demand for its talc-free VT-47 and VT-48 products and will continue their importation into the United States.

www.ventecclaminates.com

News in brief

Nintendo Wii sales hit 50 million

Global sales of Nintendo's Wii console have passed 50 million, the company's boss Satoru Iwata has said. The Wii is now the fastest-selling games console in history, surpassing the PlayStation 2.

Source: BBC

European mobile data prices set

Using a mobile phone abroad in Europe looks set to get cheaper. European MPs have brokered an agreement that will see the tariffs for making calls, sending text messages and browsing the web fall from July 2009.

Source: BBC

Russia falling off the electronics manufacturing and EMS Map?

Originally part of the fast-rising Brazil, Russia, India, and China (BRIC) economies, with the ongoing recession and financial crisis, however, it appears that most of the interest in penetrating the Russian market has disappeared.

Once a promising emerging market with massive growth

potential for contract manufacturers - both Electronics Manufacturing Service Providers (EMS) and Original Design Manufacturers (ODMs), Russia is now faced with delays, shutdowns and a cessation of new investment, examines Adam Pick in the iSuppli EMS/ODM tracker February.

Russia's fall from grace among EMS and ODM companies could be attributed to the poor economic situation there as well as its trade policies, distribution and the host of social and political issues plaguing the country, he continues.

Source: Evertiq

All-women team set for South Pole

Eight women representing five continents are planning to reach the South Pole in time to mark the 60th anniversary of the Commonwealth. The group plans to travel 800km (500 miles) over six weeks, braving sub -30C (-22F) temperatures to reach the heart of Antarctica, in an attempt to raise global awareness on global warming.

Source: BBC

UK ICT 35th Annual Symposium, 04 June 2009

The Institute of Circuit Technology are pleased to announce their 35th Annual Symposium on Thursday 04 June 2009. The Symposium is being held at Bletchley Park, Milton Keynes and will include a guided tour of the Enigma Museum. This year's theme is 'Printed Electronics' with six papers from leading authorities in this technology dependant area. We will also be holding a tabletop exhibition and the event will be structured to allow sufficient time for socialising and networking over lunch.

Visit www.instct.org for further information.

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Join today to start receiving IntellectUK's updates.

<http://twitter.com/IntellectUK>



Intellect Consumer Electronics Conference
02 July 2009
'Driving Digital Value'
 Book online at www.intellectuk.org/events

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Intellect's monthly newsletter **Short Circuit** is distributed throughout the UK PCB and EMS industries. Sponsoring an issue means that your company logo, contact details and news article will be seen industry-wide - an effective and inexpensive promotional tool.

If you are interested in sponsoring a future edition of **Short Circuit** or have any relevant industry news that you would like to be considered for inclusion in forthcoming editions, please contact Claire Yarrow on T 020 7331 2050 or E claire.yarrow@intellectuk.org

Editorial should be submitted no later than the 07 of each edition month.

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Switched On - Monthly overview of the big stories breaking in digital communications

Whitehall Watch - Fortnightly public affairs digest

Intellect/SEMTEA workshop: Government Funding for Training in the Electronics Sector

Date: 27 April 2009
Time: 10:00-14:00
Venue: Intellect Conference Suite, Russell Square House, 10-12 Russell Square, London WC1B 5EE



Intellect and Semta are delighted to invite you to an event at which you can find out how to access £65m of public money specifically targeted at helping and your company up skill and training your workforce, helping you to improve productivity and competitiveness in these increasingly challenging times.

This event will allow you to learn what funding is available and how you can access it. We want the electronics sector to take as much as advantage of this funding as possible. This is the beginning of a series of real initiatives that will widen the skills base for the industry in the UK. If you want your company to be involved and reap the benefits, you need to attend this event.

Cost: free of charge to attend

Contact: Henry Parker
T 020 7331 2019
E henry.parker@intellectuk.org

Defence dinner with Chief of Defence Materiel, General Sir Kevin O'Donoghue

Date: 05 May 2009
Time: 18:30-22:00
Venue: HQS Wellington, Temple Stairs, Victoria Embankment, London WC2R 2PN



Intellect is pleased to invite Defence and Security members to a private dinner with General Sir Kevin O'Donoghue KCB CBE, Chief of Defence Materiel. General Sir Kevin will address the relationship between DE&S and industry, as well as the role that CDM plays in ensuring a productive industrial relationship.

This dinner will be a fantastic chance to hear a reputable figure speaking about the how industry and the MoD can effectively work together and how their role contributes to this relationship. It will be a relaxed industry event and networking opportunity.

Cost: Intellect members £95+VAT
Non member £135+VAT

Contact: Claire Bradbury
T 020 7331 2036
E claire.bradbury@intellectuk.org

Intellect Annual Dinner 2009

Guest speaker: Bill Bryson

Date: 13 May 2009
Time: 14:00-17:00
Venue: The Dorchester, Park Lane, London W1



Firmly established as the premier evening in Intellect's calendar, our annual dinner gives you a unique opportunity for networking with key figures in our industry, government ministers and officials. This event is the perfect way to entertain existing and potential clients.

The 2008 annual dinner attracted over 400 attendees and sold out nearly two months prior to the event.

This year's speaker is the fabulous Bill Bryson. Bill is the author of several popular non-fiction books, most recently a memoir, "The

Life and Times of the Thunderbolt Kid", and a biography of William Shakespeare. His book "A Short History of Nearly Everything" won the Aventis Prize and the European Union's Descartes Prize in 2005.

Previous Intellect Annual Dinner speakers include General Sir Mike Jackson, Andrew Marr, political commentator, William Hague MP, Boris Johnson, politician and Michael Portillo, journalist, broadcaster and former politician and cabinet minister.

Cost: Intellect members £185+VAT
Tables of ten £1,850+VAT

Contact: Tina Compton
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