



Short Circuit



Wishing all our readers a merry Christmas and a happy and prosperous new year.

Inside this month's edition of Short Circuit...

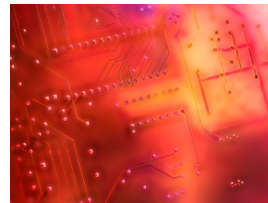
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Launch of PCB design guide

Intellect has launched a new guide and flowchart aimed at improving communication between PCB manufacturers and product designers. PCB fabricators often find it difficult to encourage designers and customers to provide complete and accurate data to inform the manufacturing process. The new guide, which takes the form of a checklist, will help to avoid some of the common difficulties that occur when the designs are passed from designer to fabricator.

Poor data can cause delays in the manufacturing process. In the very worst cases it can lead to end products that are not fit for purpose. To help mitigate this risk, Intellect's PCB Fabricators and Suppliers Group has developed this checklist to help ensure that the design data provided for PCB manufacture is as clear, accurate and comprehensive as possible. This guide is intended to help designers consider all the issues and questions that need addressing to

enable the PCB fabricator to produce the product they require.



While it is not possible to completely standardise PCB design, it is hoped that this guide will help make the process of producing PCBs more efficient, saving companies time and money, and leading to the production of high quality products. We recognise that it is simply a guide and that in some cases other formats or methodologies will be preferred, but by providing some degree of clarity it is a contribution that we trust will benefit the industry.

The guide and flowchart can be downloaded from Intellect's website at www.intellectuk.org/pcbguide and www.intellectuk.org/flowchart



We've got IT covered

A pocket guide to the world of Intellect...

The Intellect pocket guide has been created to equip you with an easy to understand reference tool that gives you the essential facts about who we are and how we exist to serve our members.

Download the guide at www.intellectuk.org/pocketguide

A zone tailor made for our SMEs

We care about you and what happens to you as an SME...

... so much so that we launched Intellect's SME Zone last year and have ever since been working hard to ensure it is updated with important and valuable information that you can take away and act upon.

Take a look at your SME Zone, visit www.intellectuk.org/smezone

The zone has been specifically designed with you, our SME members in mind, so that you have a central point for ...



Continued on page 3

Packaging and interconnection for electronics and sensors: Past, present and future

A one day seminar taking place on 10 February 2010 focusing on 'Packaging and interconnection for electronics and sensors: Past, present and future.'

Who should attend?

- ▶ Device designers
- ▶ Packaging and interconnection engineers and technology developers
- ▶ Manufacturing and device applications

- ▶ Engineers in the electronics, photonics, displays and sensors industries

Fees

The fee for this seminar is £25+VAT or £10+VAT for students. Closing date for registration is 01 February 2010. All fees are non-refundable.

Exhibition space

Tabletop exhibition space will be

available on a first come first served basis. The cost will be £200+VAT.

Venue

The event will take place in the Riverside Offices, Granta Park, Great Abington, Cambridge CB21 6AL. T: 01223 899000. Full location details will be provided when registering.

Register online at

www.eventsforce.net/DPRS

ACW Technology named contract manufacturer of the year at prestigious European electronics industry awards

ACW Technology Ltd., was named contract manufacturer of the year at the prestigious Elektra European Electronics Industry Awards.

Richard Wilson, editor of Electronics Weekly and Elektra judge commented, "The judges decided ACW Technology clearly demonstrated business success and had grown its business significantly in a very challenging market. It also has a clear policy of supporting the UK supply chain and local suppliers."

Accepting the award, Owen Reeves, managing director of ACW commented, "Flexibility, reliability, an inherent desire

to provide the best service possible and ongoing investment in people, equipment and processes are the requirements needed to survive and thrive as a CEM service provider in the market today."

He continued, "It is a honour to be recognised, through this award as a shining example of a profitable, well managed, innovative and successful UK manufacturing business. We're very proud of the standards we achieve and do so by making each individual in the company feel that they are an essential part of the whole. That is one of the reasons we have recently celebrated 20



years in the business and we would not have got to where we are today without a very strong team behind us. This award is a great reward for all their hard work."

www.acw.co.uk

Stevenage Circuits Group: New Executive Board announcement

The Stevenage Circuits Group is pleased to announce the appointment of a new Executive Board to continue the group's success and future prospects following the passing of its founder and managing director, John Brown earlier this year.

The newly appointed Board of four directors will oversee the management and development of its PCB manufacturing companies, Stevenage Circuits Ltd and Tru-Lon Printed Circuits (Royston) Ltd.

David Brown will be bringing a wealth of experience to the role of operations director. His range of skills and practical PCB manufacturing experience at

management level will help integrate the Group's internal functions, driving efficiency and improvements to strengthen the group's competitiveness within the market place.

Mark Brown joins the Executive Board as human resources director bringing with him advanced skills, knowledge and experience from a proven background within a number of blue chip organisations.

Rob Brown is appointed sales and marketing director offering a comprehensive knowledge of PCB manufacturing skills and current market place awareness. Rob has a new and

exciting approach to fulfilling and exceeding the expectations of the Group's ever expanding and technologically demanding customer base.

Jeremy Rygate becomes engineering director. Experienced in achieving technical and engineering excellence he will continue to develop the Group's advanced manufacturing and technical capabilities, thus maintaining its identity as industry leaders.

Rosemary Burt FCA continues her role as company secretary and financial controller, providing skills and support to the Group and the Executive Board.

Tackling poor data transfer within the electronics industry

Poor data transfer within the UK electronics industry makes the sector a lot less efficient than it could be and consequently makes it less competitive.

To remain competitive UK electronics manufacturers need to reduce lead times, costs, waste, incorrect component faults and remove the need to reference each component description to a series of part descriptors.

In response to this problem, a consortium, lead by Brynleigh Technology Ltd was established to undertake a collaborative research project to investigate an innovative Bill of Materials correlation system called PartNamer, funded by the Technology Strategy Board. The project is in collaboration with Servowatch Systems Ltd, Pillarhouse International Ltd, Interactive IT Ltd, Intellect, CMCA (UK) Ltd, the Component Obsolescence Group and Pera Innovation Ltd.

The PartNamer software will work by

defining an industry standard part descriptor that will be capable of identifying key code abbreviations to reduce manual cross referencing of components. Initially, the scope of the investigation is limited to capacitors and resistors to increase the chance of early success. It has four main applications.

- ▶ It generates full and consistent descriptions of electronic components, which will be beneficial to design engineers in producing good quality parts lists.
- ▶ It cleans and consolidates existing data by highlighting inconsistencies and missing information, checking descriptions against part numbers and arranging descriptions into a uniform format.
- ▶ It provides an automated interface between parts lists and stock systems enabling the data to be treated as a unified system. It also comes with a 32-64 bit standard security system.
- ▶ It provides an interface to connect

the databases of suppliers, manufacturers, OEMs and contract electronic manufacturers.



When the project is completed PartNamer will be developed into a commercial product capable of improving efficiency in the UK electronics industry by facilitating better data transfer, reduced engineering and setup times, and increased efficiency in materials management.

If you are interested in having input into this research project, please contact Maurice Apthorp, E MauriceA@brynleigh.co.uk

REACH for retailers - what you need to do to comply

With more and more consumer products being subject to 'green' regulations, retailers need to be aware of their responsibilities and how to ensure that the products they sell comply. The REACH regulation, in particular, is highly complex with many requirements impacting upon different stages of the supply chain.

Retailers and distributors need to be aware of what REACH covers and the different parts of the regulation that affect their products, including providing information on the safe use and on the presence, of substances of very high concern in the product.

The course will explain:

- ▶ which requirements apply to the products you sell
- ▶ what requirements do not apply, dispelling myths and allowing you to focus on the essentials
- ▶ what you need to obtain from your supplier and how you go about obtaining this
- ▶ REACH changes in the consumer product sector of which you need to be aware.

This course will use interactive exercises to draw out key learning points that are focused on products which are relevant

to you.

Event information

Date: 23 February 2010



Venue: Cobham Technical Services, Cleeve Road, Leatherhead, Surrey KT22 7SA

Cost: Early booking rate £430.00+VAT, standard rate £470.00+VAT

Book online at <http://shop.era.co.uk>

A zone tailor made for our SMEs (continued from page 1)

- ▶ money saving business products and services
- ▶ free business news – SME newsletter.
- ▶ business services – legal cheat sheets
- ▶ free HR support
- ▶ what's happening that could be of benefit to you?

- ▶ business guidance such as government programmes
- ▶ and much, much more

Find out more at www.intellectuk.org/smebenefits

We value your feedback and suggestions

on the Zone and what else you'd like to see on there so please don't hesitate to let us know! Send your feedback to **Lynn Robinson, SME and Affiliates Programme Manager**

E lynn.robinson@intellectuk.org

Forum De L'Électronique: Teknoflex, c'est la vie 2009

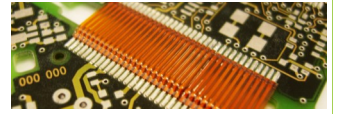
Four members of the Teknoflex sales, marketing and technical team recently attended the Forum de l'Électronique exhibition in Paris, France. The exhibition was well attended with visitors from wide ranging sectors of the European electronics community.

Technical director, Keith Netting was encouraged by the level of interest

shown in the company's capabilities as this was the first time for a number of years that Teknoflex has exhibited at this show in France. He added, "Teknoflex has received a plethora of new enquiries since the Forum and gained a number of new customers as a result of the three day exhibition."

This is encouraging for Teknoflex in light

of the current economic conditions and has further enhanced the company's reputation as it continues to strengthen its European presence and broad ranging customer base.



www.teknoflex.com

Anglia Components collects Intersil Partner award

Anglia Components recently announced that it has been named the Intersil 'Best Distribution Partner' for Europe in 2009, less than six months after signing the franchise agreement. The award was presented by Robert Pfister, VP of sales, Europe, at the Intersil Global Conference in California. This is the first time it has been presented since 2006.

The award is due to Anglia's design and engineering capability, which has led to fast progress in securing design wins, according to Peter Schubert, director of sales, distribution & horizontal, Europe, at Intersil. He said, "Our goal in appointing Anglia was to add more and deeper technical expertise to our network, and their performance in the first months of our relationship has fully

justified their appointment. Their ability to get up to speed with the technology quickly has been extremely impressive, and as a result they have already secured several design-ins with customers that are new to Intersil. In one case, they secured the first design-win globally for a new line of Intersil products." Schubert continued, "Anglia has invested strongly in the Intersil line and the relationship is working well at every level."

Steve Rawlins, Anglia CEO responded, "Intersil is a world leader in analog and power IC solutions and has a reputation for delivering innovative solutions that solve real challenges for our customers. We are excited about the opportunity that the line offers, and appreciate the very strong commitment that they have

made to get our relationship of to a strong start. We are especially delighted that they already feel so positively about Anglia and our work with them. Joel Munday and the team are to be congratulated on their hard work, effort and enthusiasm."

Announced in June 2009, the agreement allows Anglia to sell and support Intersil's entire portfolio of standard analog ICs across the UK and Ireland. Intersil offers Anglia's customers a complete portfolio of analog ICs, from building block devices to high precision solutions for use in industrial, instrumentation and medical applications.

www.anglia.com

Sales team expanded to support continued growth

Custom Interconnect Limited has recently appointed Gordon Rice as business development manager for the UK and Europe. Supported by an experienced technical sales team, he will be responsible for identifying and developing new business opportunities and reinforcing the company's continued growth and customer focus.

Said Gordon, "I am delighted to be a part of this industry leading

manufacturing organisation and look forward to driving CIL forward and expanding our presence in both new and existing market sectors."

With excellent technical knowledge and extensive experience in the electronic manufacturing services sector, Gordon is perfectly placed to support new clients through the manufacturing process.

www.cil-uk.co.uk



Next edition of Short Circuit: 13 January 2010

Plextek ranked in Deloitte Technology Fast 500 EMEA

Five years solid growth sees Cambridge based design consultancy make its mark as one of EMEA's fastest growing technology companies.

Plextek has been listed in Deloitte's 2009 'Deloitte Technology Fast 500 EMEA', a ranking of the 500 fastest-growing technology companies in Europe, the Middle East and Africa. Rankings are based on percentage revenue growth over a five-year period, in which Plextek grew an impressive 411%, which saw it ranked 440th.

Now in its ninth year, Deloitte Technology Fast 500 EMEA is one of Europe's most objective rankings for the technology, media and telecommunications industries.

Plextek's strategic decision to broaden its business model from core design consultancy work to include product design and contract manufacturing means the firm can now manage a product through its entire life cycle from initial design to manufacture and supply.

This move has been integral to helping the company to secure a number of long-term, multi-million pound contracts both in the UK and internationally. The launch of Plextek's branded products, the Blighter range of surveillance radars, which address a broad range of security requirements in defence, homeland security and civil/commercial markets, have also contributed to the company's continued revenue growth.

Colin Smithers, managing director and founder of Plextek commented, "Last year we made the Tech Track 100 ranking of Britain's fastest growing, unquoted technology companies. To now be regarded as one of EMEA's fastest growing public or privately owned technology companies is an even bigger achievement for us. It not only validates our ability to deliver challenging electronics design and supply projects within competitive time and cost constraints, but also our ability to win and retain a wide range of global customers, from technology start-ups to multi-national engineering conglomerates and government bodies."

www.plextek.com

News in brief

Guardian newspaper charges for iPhone app

The Guardian newspaper has launched a paid-for news app, charging users a one-off fee of £2.39. The application, which allows readers to access content via an iPhone, comes as newspapers around the globe grapple with how they offer digital content.

Source: BBC

Old computers 'hindering' tax recovery

The taxman's ability to collect debts is being undermined by outdated computer systems, according to a committee of MPs. Systems at HM Revenue & Customs "do not provide essential information", the Public Accounts Committee said.

Source: BBC

QinetiQ's Zephyr solar-powered unmanned aerial system is flown by US Naval Air Warfare Center personnel

QinetiQ's Zephyr High-Altitude Long-Endurance unmanned aerial system (HALE UAS) programme recently resumed flight testing and payload evaluations in Yuma, Arizona, when a joint US/UK Zephyr team undertook the first operation of the system with a US flight crew.

This test sequence, jointly sponsored by MOD UK and OSD DDRE JCTD programme, focused on evaluating potential payloads as well as advancing the conops for operating long endurance persistent aircraft in excess of five days.

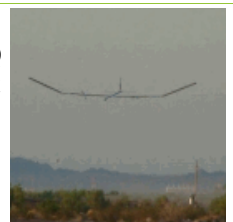
The Zephyr concept is designed to offer solar-powered, persistent coverage with continuous mission durations of up to three months at a revolutionary low-cost per flight hour. Capable of carrying a variety of payloads, the applications of the system include wide area surveillance, communications relay,

specific target monitoring, anti-piracy efforts, route monitoring, counter-IED, border security, and local area security.

An ultra-lightweight carbon-fibre aircraft, Zephyr weighing less than 100 pounds with a wingspan of up to 75 feet. Launched by hand, Zephyr is solar powered during the day using United Solar Ovonic amorphous silicon arrays no thicker than sheets of paper that cover the aircraft's wings. At night it is powered by lithium-sulphur batteries supplied by the SION Power Corporation that are recharged during the day using solar power.

The US Army's Yuma proving ground in Arizona was the site of Zephyr's world-beating three and a half day flight in July'08 – the fourth of a series of flight trials that have been flown in the US since 2005. This was the first deliverable following a new enabling contract

awarded earlier this year to QinetiQ North America that runs until May 2014 and gives access to up to \$44.8 million for operational training in the US, accelerated development, in-theatre evaluation and possible transition to production of Zephyr and its associated ground station.



The \$44.8m cost-plus-fixed-fee enabling contract was competitively procured via a Broad Agency Announcement led by the Naval Air Warfare Center Aircraft Division, Lakehurst, NJ. The contract award marks the second phase of a Joint Capability Technology Demonstration (JCTD) programme jointly sponsored by the OSD DDRE and the United Kingdom MOD. www.QinetiQ.com

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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 Leslie on T 020 7331 2050 or E claire.leslie@intellectuk.org

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

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Business Enquiries: Technology leads from the Official Journal of the European Union

HR Today: Employment law changes and free HR services

SME Update: monthly newsletter offering member SMEs updated information on SME specific issues

Signals: Quarterly digest of defence and security developments affecting the UK technology industry

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

TechKnow: The latest technology news brought to you by Intellect

Whitehall Watch: Fortnightly public affairs digest

Free breakfast briefing: Do you want to produce better proposals?

Date: 27 January 2010
Time: 08:00-10:00
Venue: Intellect Conference Suite, Russell Square House, 10-12 Russell Square, London WC1B 5EE



Organisations that have to formally bid for business will see a return on investment of one win for every three or four opportunities pursued; this obviously offers scope for improvement, but how?

In our experience, aggressive bid timescales force prospective suppliers to start creating a proposal before they have fully analysed and understood the underlying requirements

driving the procurement, resulting in a document that lacks customer focus and alignment with their needs.

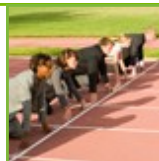
So, if you want to produce better proposals that include an aligned, customer focused bid strategy and management summary this session is for you.

Cost: Free or charge to Intellect members and non members

Contact: Sam Baglioni
T 020 7331 2006
E sam.baglioni@intellectuk.org
W www.intellectuk.org/training

Free breakfast briefing: Is your organisation sales ready?

Date: 28 January 2010
Time: 08:00-10:00
Venue: Intellect Conference Suite, Russell Square House, 10-12 Russell Square, London WC1B 5EE



Successfully selling your company's capabilities to customers depends on many factors. Chris Whyatt has spent a lifetime looking at this subject, focusing on what many people call "sales readiness".

Sales readiness underpins everything that sales and marketing does, including people,

processes, and information.

To help you understand your organisation's level of sales readiness, we are offering you a chance to evaluate them against five key elements of the Get to Great™ Sales Readiness Model.

Cost: Free or charge to Intellect members and non members

Contact: Sam Baglioni
T 020 7331 2006
E sam.baglioni@intellectuk.org
W www.intellectuk.org/training

Intellect Annual Regent Conference 2010

Date: 04 February 2010
Time: 08:30-19:00
Venue: Lancaster London, Lancaster Gate, London W2



Whether your company is poised to thrive, revive or just survive in 2010, the Intellect Annual Regent Conference is the one event you should attend in order to set your direction for the year ahead.

Chaired by Nick Robinson, the BBC's political editor, this one day conference has an excellent track record of picking the key trends that will drive the industry forward.

Your business may not yet be affected by cloud computing, unified communications,

netbooks, social and business networks, streaming internet and enterprise outsourcing - but it will and probably quite soon. These and other trends are gathering momentum - and pulling the economy along with them.

So come and find out what the leading executives, analysts, investors and economists think about the coming year.

Cost: £585+VAT Intellect members
£735+VAT non members

Contact: Tina Compton
T 020 7331 2011
E tina.compton@intellectuk.org
W www.intellectuk.org/events