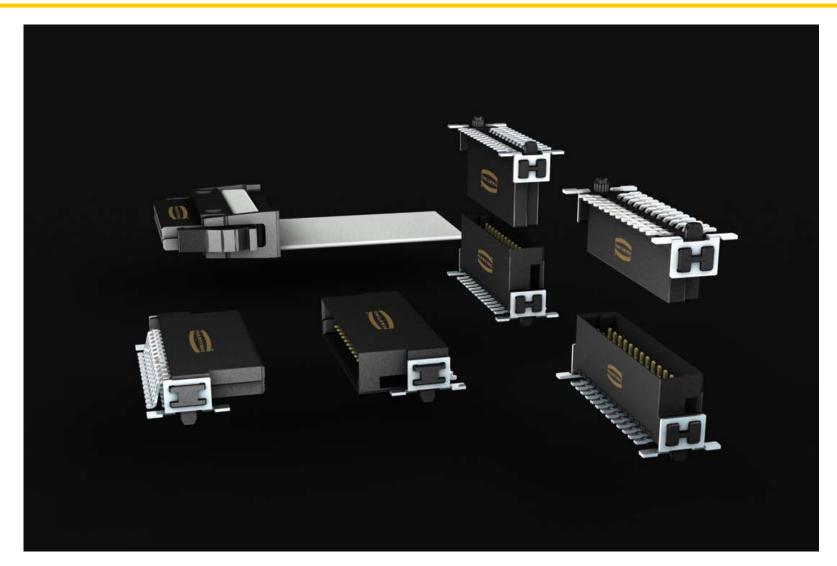




# Flexible connectivity solutions

# har-flex® - Flexible Connectivity Solutions





#### Why HARTING Board Level and I/O Connectivity?



3/51

#### Value Proposition

We are your technology partner in a wide range of applications for variety of diverse markets including industrial, medical, telecom, transportation, defense and broadcast.

Providing solutions is our key differentiator. In addition to standardized products we excel in customized variants – tailored to individual customer needs.

We are committed to providing innovative solutions and quality you can trust

#### **Presentation Contents**



- Introduction to har-flex®
- har-flex® connector range
- Status today
- Marketing material
- Competitor Snapshot
- Logistics information
- Summary



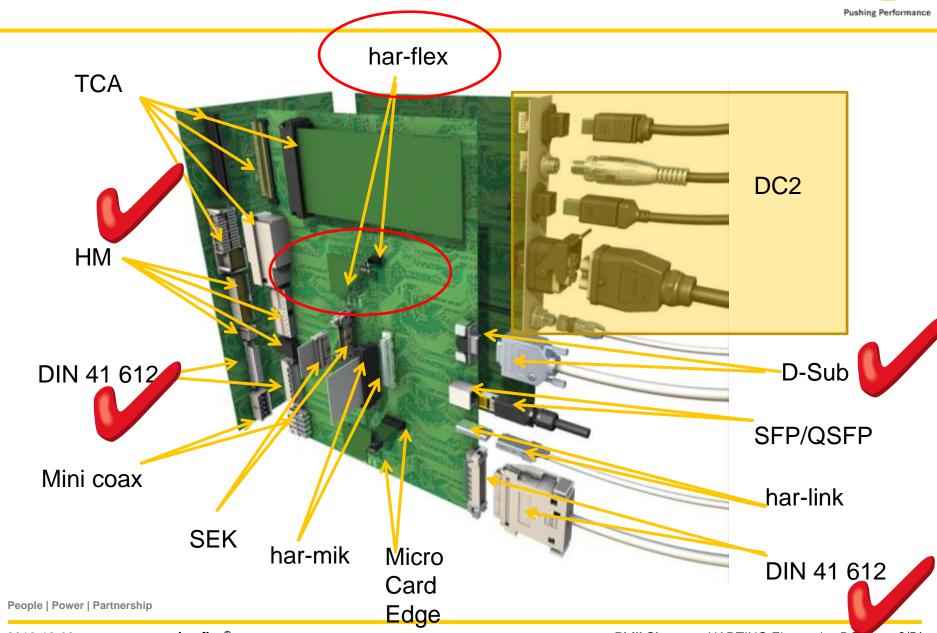


# Introduction to har-flex®

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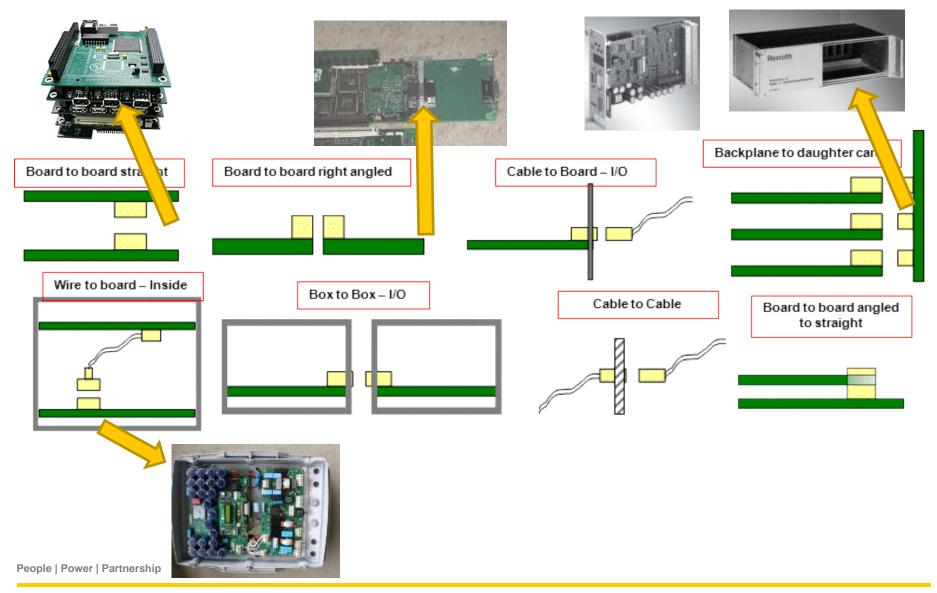
# **HARTING DC 1 Connectivity**





## **Connectivity levels**

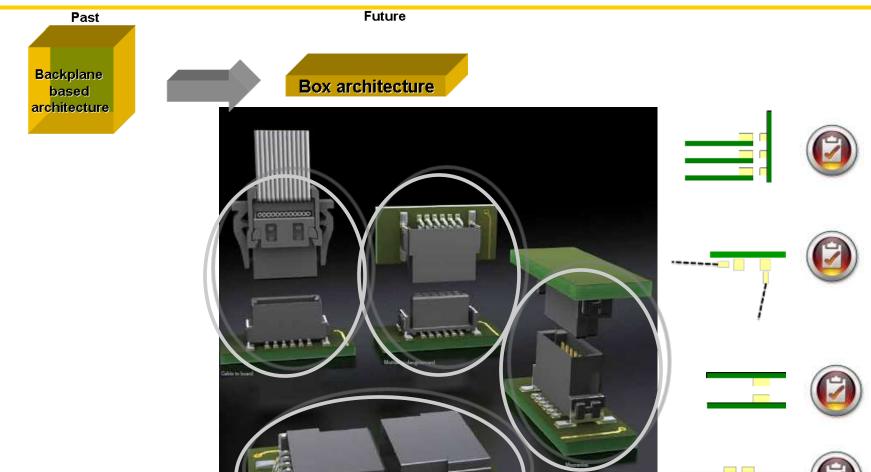




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#### har-flex® at a Glance





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#### har-flex® reasons for introduction



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# Mega Trends and "Solution Selling"

**Higher Density Miniaturization Mega trends** Same Robustness **Miniaturization Reliable & Easy Installation Miniaturization** 

har-flex® addresses 5 of our 12 "solution selling" goals

#### har-flex® reasons for introduction



#### Key factors for developing *har*-flex®

- Box architectures
  - Trend of applications to change hardware architecture from backplane/daughter card style to box architecture
  - Less backplanes needed
  - Trend toward mezzanine solutions
- Miniaturization
  - Smaller components, but still robust
- Surface Mount Technology
  - Users want to have only one work step
  - Fully automated production with pick-and-place machines
  - Surface Mount solder Technology



#### Why Mezzanine?



"Demand for greater design and expansion flexibility has given rise to mezzanine card architecture, where the mezzanine card stacks directly above the host board and is electrically connected — and often mechanically supported — by the mezzanine connector. The mezzanine card becomes an optional extension of the daughtercard.

The ability to design a system with enough flexibility to customize the product using standard host daughtercards and plug-in modules is highly desirable.

Mezzanine cards can also provide a low-cost strategy to address machine obsolescence or the need to expand capacity."

Bishop & associates, inc.

Source: Bishop & Associates Research Report P-606-10 February 2010

Connector Types and Technologies Poised for Growth

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# har-flex® comparison to DIN 41 612 and HM 2mm



	DIN 41612	HM 2mm	har-flex®
Contact Spacing	2.54mm	2.00mm	1.27mm
	Through	Through	Surface
Termination	Hole	Hole	Mount
Mezzanine	Limited*	No	Yes
Angled to Angled	Yes**	No	Yes
Cable to board	Yes**	No	Yes

<sup>\*</sup> Height options limited to standard DIN dimensions \*\* Limited to standard DIN body sizes eg type C/R 96 pins of 2B/2Q 32 pins



**DIN 4161** 

HM 2mm



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# har-flex® Target Markets



#### Medical



#### **Transportation**



#### **Industrial**

Mezzanine card in industrial controller

Extender card in industrial controller

Digital board for barcode reader



#### **Embedded Computing**

**Robust Industrial PC** 

**Industrial PC** 



#### Telecom

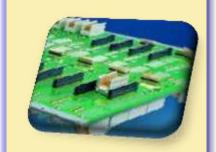


Inflight broadband



**Base station** 

#### **Broadcast**



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# har-flex® connector range

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#### har-flex® Product Overview

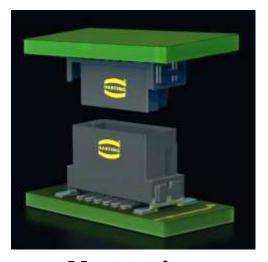


- General characteristics
  - Contact Pitch of 1.27 mm
  - Different styles available
  - All even pin counts between 6 and 100 available
  - Different straight stacking heights with wiping length of 1.5mm
- Automated processing at the customer
  - SMT termination
  - Suitable for automatic assembly
  - Tape and Reel packaging
  - Vacuum nozzle cover

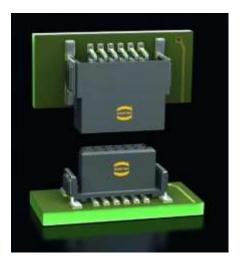


## har-flex® applications





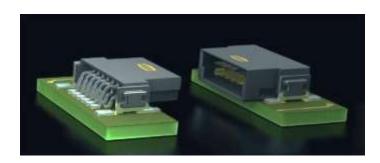
**Mezzanine** (2 straight connectors)



Mother-to-Daughtercard (straight and angled connectors)



Cable-to-board (IDC connector with either straight or angled)



Extender Card (2 angled connectors)

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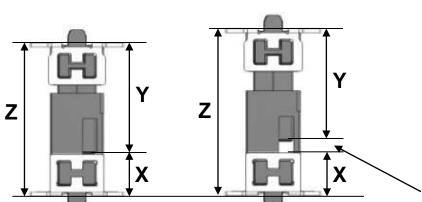
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### har-flex® straight: 4 Stacking heights

Mezzanine Application



Each 2 stacking heights for the straight male and female



X:	Y:	<b>Z</b> :
stacking height	stacking height	mated stacking height -
male	female	including wiping length
1,75 mm	6,25 mm	8,00 - 9,50 mm
3,25 mm	6,25 mm	9,50 - 11,00 mm
1,75 mm	9,05 mm	10,80 - 12,30 mm
3,25 mm	9,05 mm	12,30 - 13,80 mm

Wiping length up to 1.5mm



Male 1.75mm



Male 3.25mm



Female 6.25mm



Female 9.05mm

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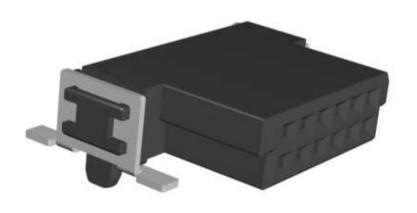
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# har-flex® angled

#### Extender Card or Mother-Daughtercard Application



- no different stacking heights needed
- one male version, one female version
- will be available in all pin counts



Female



Male

#### **SMT Solder Termination**

Straight and Angled versions



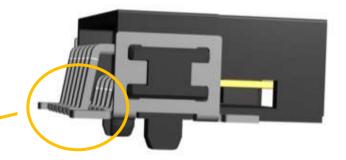
— SMT = Surface Mount Technology

SMT Solder termination contact

Robust Fixing with hold-down

 100% quality check for coplanarity

Coplanarity = all solder contacts in one plane



#### **Packaging**

har-flex® straight and angled

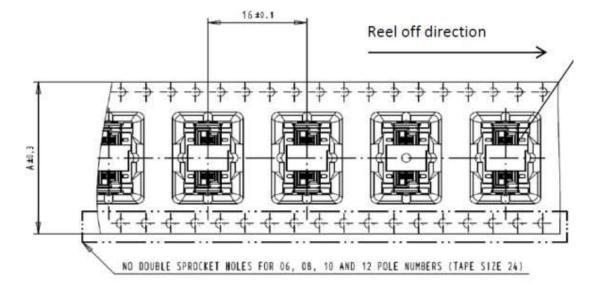


- Packaging for automatic assembly
  - Tape & reel packaging
  - MOQ straight: 1 reel=280pcs
  - MOQ angled: 1 reel=560pcs
  - for MOQ 1pcs, please use sample part number (\*333)





Tape dimensions:	Α	
poles 06 to 12	24,0	
poles 14 to 20	32,0	
poles 22 to 40	44,0	
poles 42 to 56	56,0	
poles 58 to 80	72,0	
poles 82 to 100	88,0	



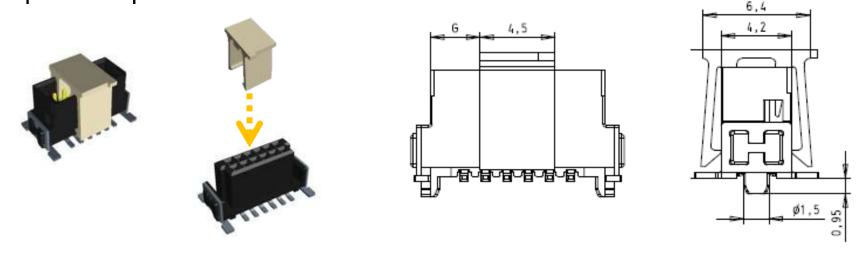
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#### **Vacuum Nozzle Cover**

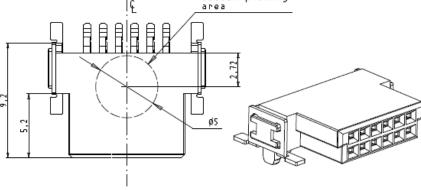


 Straight connectors are equipped with a "vacuum cover" for automatic pick and place with a vacuum nozzle



Angled connectors have a plain area on the top side of the connector

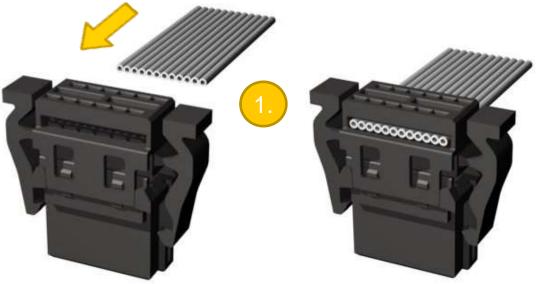
where the vacuum nozzle picks up



Easy assembly of the cable



inserting the cable into the slot of the connector



pushing down the connector cover



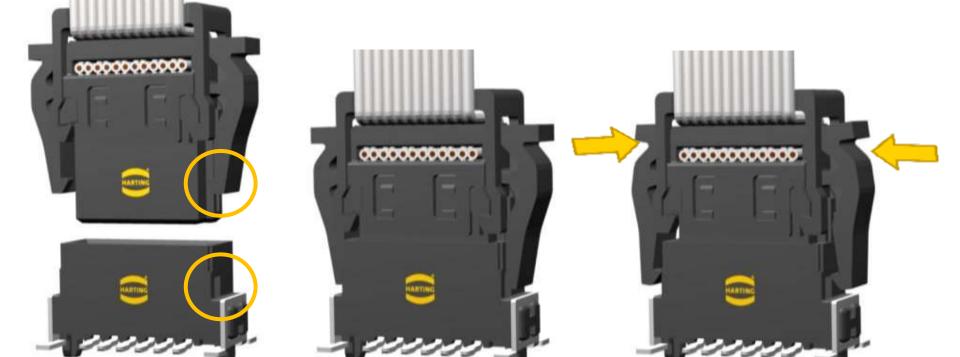
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## har-flex® IDC Locking



- During mating, the IDC connector locks with its hooks in the male connector
- To unmate the connector, the hooks must be unlocked



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Optional strain relief



 The strain relief protects the IDC contacts against mechanical stress caused by movements of the cable



assembled connector without strain relief

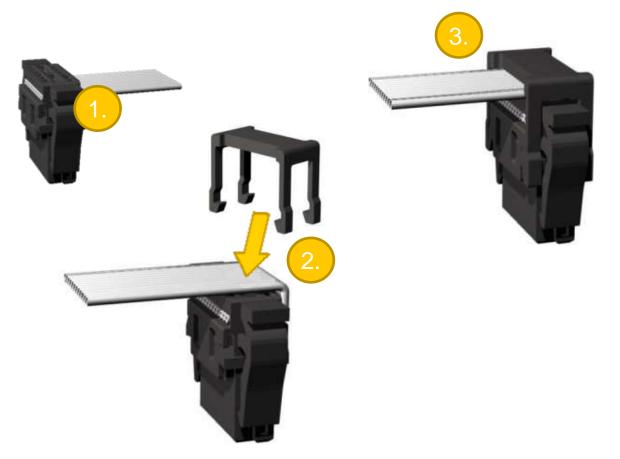


assembled connector with strain relief

Strain relief mounting



 The strain relief protects the IDC contacts against mechanical stress caused by movements of the cable





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Optional strain relief



- Three part numbers for three delivery options
  - only the connector
     15 29 xxx x50<u>1</u> 000



both connector and strain relief
 15 29 xxx x502 000



only the strain relief
 15 29 xxx <u>0</u>50<u>3</u> 000



#### har-flex®

#### Packaging IDC Connector



- Tray
- Quantity depends on number of contacts
- Please sell complete packaging units
- Samples individually bagged



tray for strain reliefs



connector tray



combined packaging: connectors and strain reliefs

Cable assemblies

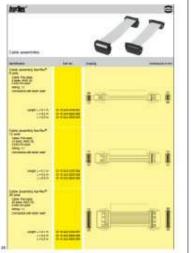


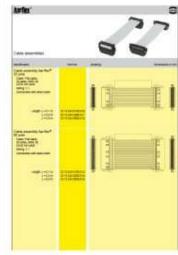
HARTING offers standard cables in the catalog





- different lengths possible
- different pin counts possible
- with / without strain reliefs
- Customers can also assemble themselves.....







Assembly tools



- Hand bench press09 99 000 0114
- har-flex® base plate15 97 000 0500 000





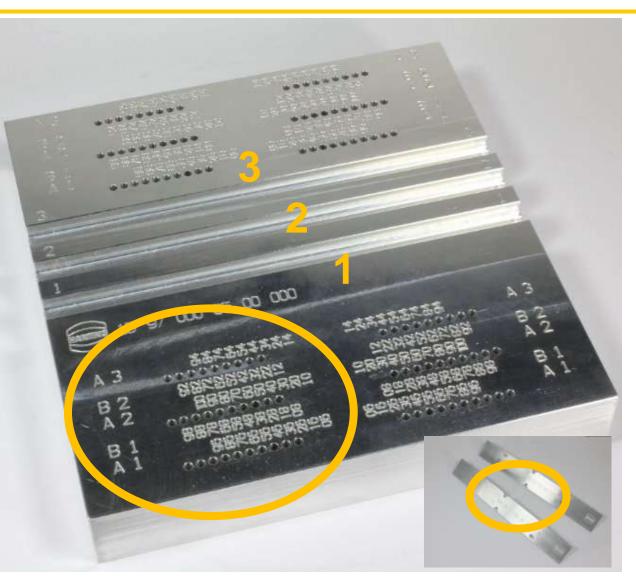
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#### **IDC** hand bench press baseplate

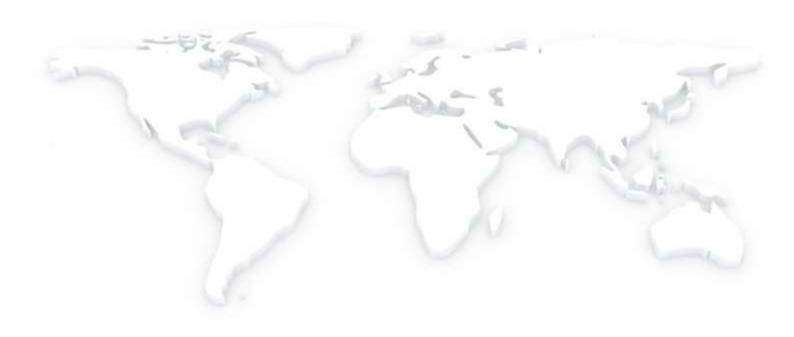
Short instruction





- One baseplate for all sizes
- Different sizes are terminated in different grooves 1, 2, 3
- Cable guides on the baseplate, ensure easy alignment
- Fast, reliable termination
- Don't worry, it is not as complicated as it looks!





# **Status Today**

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### Status har-flex® straight connectors





- The series production of the har-flex® straight connector versions are fully available.
- Production is in our China facility
- Both types, male and female, are available with 2 different stacking heights
- All pin counts are available, though not all are stocked at this time.
- Our FY 2013 price list includes most popular sizes.......
- ....6, 8, 10, 12, 16, 20, 26, 32, 40, 50, 68, 80 contacts.
- For part numbers not in the price list contact product management

#### Status *har*-flex® angled connectors





- Series delivery of har-flex® angled connectors with approved parts for design-in purposes will start in the first week of January 2013.
- Production will transfer to China by May 2013
- At this time we will have a wide range of pin counts with the "MOQ 1pcs" part number (ending with \*333) available.
- Production is underway and some pin counts will be available in December.
- Lead time during the ramp up is approx 6 weeks up to 10 weeks for higher quantities
- Today angled samples in stock but marked as engineering samples. The pin counts in stock are 12, 20, 32, 50, 68 contacts
- Price list will be issued in January

#### Status har-flex® IDC connectors





- In January, we will be able to offer the most relevant pin counts of har-flex® IDC connectors from 6 to 50 contacts. These are 6, 8,10, 12, 16, 20, 26, 32, 40, 50 Contacts
- NOTE the maximum pin count for the IDC range will be limited to 50 contacts pending additional tooling development
- Production transfer to China is almost complete
- Initial lead time for non-stocked parts is 10 weeks
- Samples and high volume orders are processed with the part number ending with \*000, there is no special sample part number.
- Today IDC samples in stock but marked as engineering samples. The pin counts in stock are 6, 12, 16, 20, 26 contacts
- Price list will be issued in January





# **Marketing material**

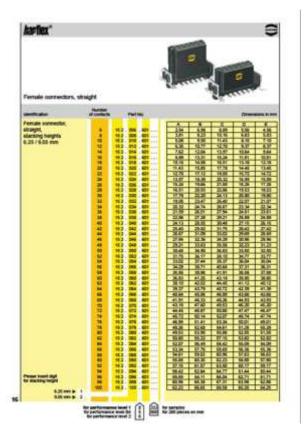
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## Catalog har-flex®





- In Stock Elgin
- Order part number 98510360201



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### Cardboard box har-flex®



cardboard box in har-flex® design

We can use these for a specific promotion campaign with you

Space for 2 connectors up to 50pin in tape packaging or up to 80pin without tape packaging



### **Promotion**



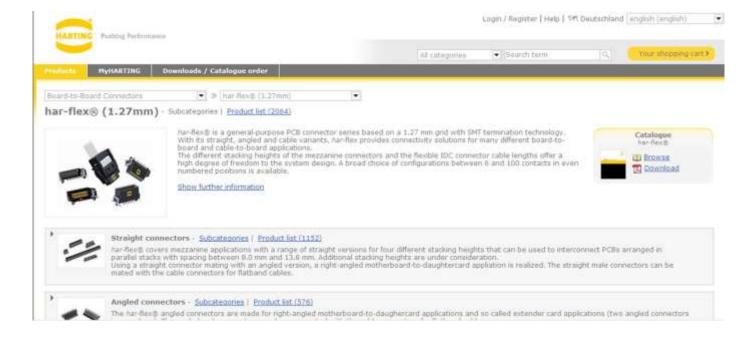
# Small, flexible, robust connectors maximize pcb space

Har-flex series of space-saving, rugged and flexible pcb connectors are available in straight connector versions, as well as insulation displacement connectors and with right-angled configurations. Based on a 2-row, 1.27-mm grid, products provide all even-numbered models from 6 to 100 pins that allows for optimal utilization of pcb real-estate. For mezzanine applications, product comes in straight models in four different stack heights that allow parallel pcb distances from 8-13.8 mm to be bridged.

HARTING CANADA

EDAT MOVE BOX

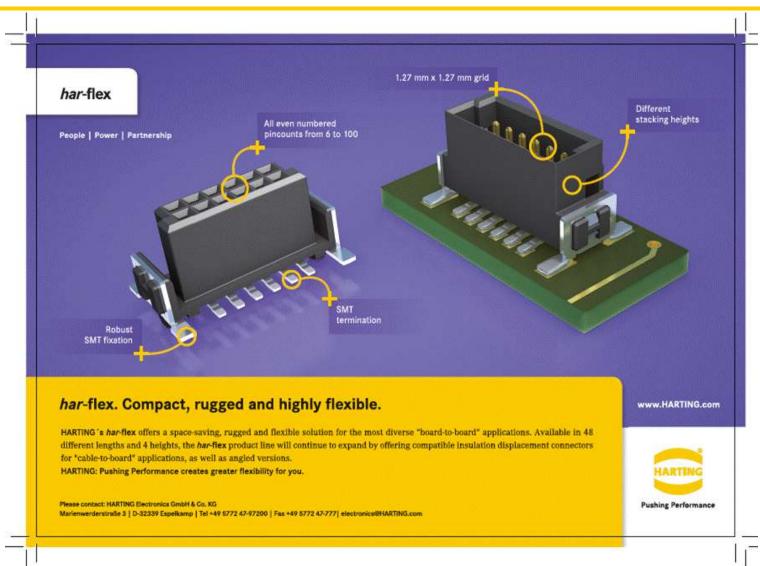
EP+T mar-Apr-2012.



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## **Advertising**





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# **Competitor Snapshot**

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# **Direct Competitors**

100% compatibility to the har-flex® connector range





Erni Electronics, Germany

1.27mm SMC connectors





Don Connex, Taiwan

HALF PITCH FEMALE HEADER SMT TYPE





**ITT Cannon** 

MSMC connectors



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# **Competitor Cross Reference**



A	В	С	D	E	F	G	Н	1
mpetitor	Competitor order number	HARTING order		gender	type	pin count ×	PI 🔻	HARTING Packaging
ERNI	054594	15150122601000	T	male	angled	012	PL1	tape&reel, full reels only
ERNI	054595	15150262601000	+	male	angled	026	PL1	tape&reel, full reels only
ERNI	054596	15150502601000		male	angled	050	PL1	tape&reel, full reels only
ERNI	063179	15120122601000	t	male	stacking height 3.25mm	012	PL1	tape&reel, full reels only
ERNI	063209	15120262601000	t	male	stacking height 3.25mm	026	PL1	tape&reel, full reels only
ERNI	063210	15120502601000		male	stacking height 3.25mm	050	PL1	tape&reel, full reels only
ERNI	064316	15210502601000	1	female	stacking height 6.25mm	050	PL1	tape&reel, full reels only
ERNI	064317	15210262601000	1	female	stacking height 6.25mm	026	PL1	tape&reel, full reels only
ERNI	064318	15210122601000		female	stacking height 6.25mm	012	PL1	tape&reel, full reels only
ERNI	064319	15110502601000		male	stacking height 1.75mm	050	PL1	tape&reel, full reels only
ERNI	064320	15110262601000		male	stacking height 1.75mm	026	PL1	tape&reel, full reels only
ERNI	064321	15110122601000	T	male	stacking height 1.75mm	012	PL1	tape&reel, full reels only
ERNI	104557	15250122601000	T	female	angled	012	PL1	tape&reel, full reels only
ERNI	104558	15250262601000		female	angled	026	PL1	tape&reel, full reels only
ERNI	104559	15250502601000		female	angled	050	PL1	tape&reel, full reels only
ERNI	114803	15220682601000		female	stacking height 9.05mm	068	PL1	tape&reel, full reels only
ERNI	114804	15220802601000	T	female	stacking height 9.05mm	080	PL1	tape&reel, full reels only
ERNI	114805	15150682601000		male	angled	068	PL1	tape&reel, full reels only
ERNI	114806	15150802601000		male	angled	080	PL1	tape&reel, full reels only
ERNI	114807	15120682601000		male	stacking height 3.25mm	068	PL1	tape&reel, full reels only
ERNI	114808	15120802601000		male	stacking height 3.25mm	080	PL1	tape&reel, full reels only
ERNI	124043	15220122601000		female	stacking height 9.05mm	012	PL1	tape&reel, full reels only
ERNI	124044	15220262601000		female	stacking height 9.05mm	026	PL1	tape&reel, full reels only
ERNI	124045	15220502601000		female	stacking height 9.05mm	050	PL1	tape&reel, full reels only
ERNI	124260	15290122501000		female	IDC without strain relief	012	PL1	tray
ERNI	124261	15290262501000		female	IDC without strain relief	026	PL1	tray
ERNI	124262	15290502501000		female	IDC without strain relief	050	PL1	tray

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# **Other Competitors**

Connectors for similar applications, not compatible with *har-flex*®







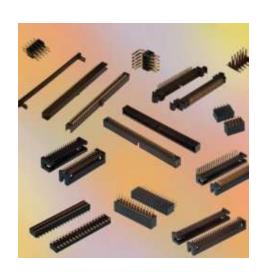


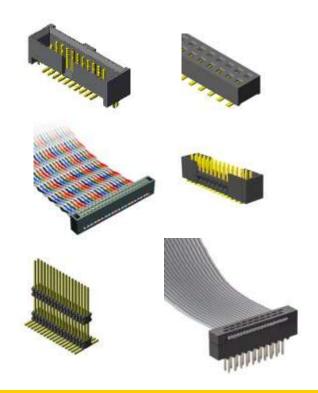
AMP Modu 1.27mm

Minitek, Ribcage

diverse series







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# **Other Competitors**

Connectors for similar applications, not compatible with *har-flex*®









**FX2** series



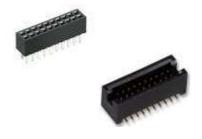
NF, NP, NS series





M50 series





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# **Logistics information**

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### Order information for har-flex®

Part number system





number of contacts (always 3 digits)

#### Package / Order unit

000 = Tape/Reel (for PCB connectors).

Tray (for cable connectors)

333 = Tape "1 piece" packaging not "333" for cable connectors!

11 = straight male 1.75mm

12 = straight male 3.25mm

15 = angled male

21 = straight female 6.25mm

22 = straight female 9.05mm

25 = angled female

29 = cable connector

5 = IDC termination

6 = SMT termination

#### **Performance Level**

2 = PL 1 (500 mating cycles)

 $5 = 30\mu$ inch PdNi / Au flash

6 = PL 2 (250 mating cycles)

# PCB connectors

counting number

#### **IDC** connectors

1 = without strain relief

2 = with strain relief

3 = only strain relief (PL = 0)

## Order information for *har-*flex®



har-flex	straight	har-flex	har-flex	
Torino.			3331331	cable IDC
p/n *000	p/n *333	p/n *000	p/n *333	p/n *000
Standard p/n	Samples	Standard p/n	Samples	Standard p/n and samples
Tape / Reel	Tape	Tape / Reel	Tape	Tray
MOQ 280pcs. Full reels only!	MOQ 1pcs	MOQ 560pcs. Full reels only!	MOQ 1pcs	MOQ 1pcs, full unit preferred
SAP order unit: 1 Reel	SAP order unit: 1 pcs	SAP order unit: 1 Reel	SAP order unit: 1 pcs	SAP order unit: 1 pcs





# **Summary**

2012-12-03 **har-flex**® **Phill Shaw**| HARTING Electronics DC1 48/51

## har-flex® - Key Features Summary



- Miniaturization of PCBs with excellent mechanical stability
- Efficient utilization of the PCB real estate
- Flexible architectures "pizza box" connectivity
- Wide range of pin counts 6 100
- Availability even of small batches of customer specific pin counts with a short lead time at competitive pricing
- Assembly of all PCB components in one process (SMT = Surface Mount Termination -> reflow solder process)
- Automatic assembly process -> "pick-and-place" tape-and-reel packaging
- Compatible with Erni SMC = dual source

### **Actions**



- The door is open for all of Distribution partners to sell this exciting new product line.
- Tell us where you see opportunities and allow us to support you addressing those opportunities.
- Consider specific campaigns to your target customers and markets

"Flexible connectivity solutions for board to board and board to cable applications. Robust SMT design for ease of processing and full compatibility with surface mount boards. Optimized use of available real estate through availability of all even numbered contact counts from 6 to 100 contacts"



fhank you for your attention



2012-12-03 **har-flex**® **Phill Shaw**| HARTING Electronics DC1 51/51