



# Branding Announcement – Archer

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Technical & Marketing Communications

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# Branding Announcement - Archer

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- ❖ What is “Archer”?
- ❖ Features and benefits
- ❖ Applications
- ❖ Review of the range
- ❖ Brand Launch information
- ❖ Questions?

# Branding Announcement - Archer

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# ARCHER

Range:

- ❖ All connectors starting M50 (1.27 x 1.27mm pitch)
- ❖ All connectors starting M52 (1.27 x 2.54mm pitch)

Catalogue pages 91 to 101 (in Connectors / blue section)

# Features and Benefits

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- ❖ 50% space saving over M20 (2.54mm pitch)
- ❖ 35% space saving over M22 (2mm pitch)
- ❖ Board-to-board – variable heights possible
- ❖ Throughboard and SMT options, Vertical and Horizontal
- ❖ Tape and reel available on SMT
- ❖ Simple pin header and socket arrangement, industry standard

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# Applications

- ❖ Industrial
- ❖ Instrumentation
- ❖ Aviation / Aerospace
- ❖ Test / Measurement
- ❖ Telecoms / Datacoms



... anywhere where PCB space is at a premium...

- ❖ Hand-held portable equipment

... anywhere where M20 and M22 are too big.



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# Range review

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The Archer range is split into 3 sections:

- ❖ M50-3xx and Pin Header Variants
- ❖ M50-4xx
- ❖ M52, including Pin Header Variants

**Note:** M50 connectors do not mate with M52 connectors.

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# M50-3xx and Pin Header Variants

All Double Row connectors, 1.27 x 1.27mm



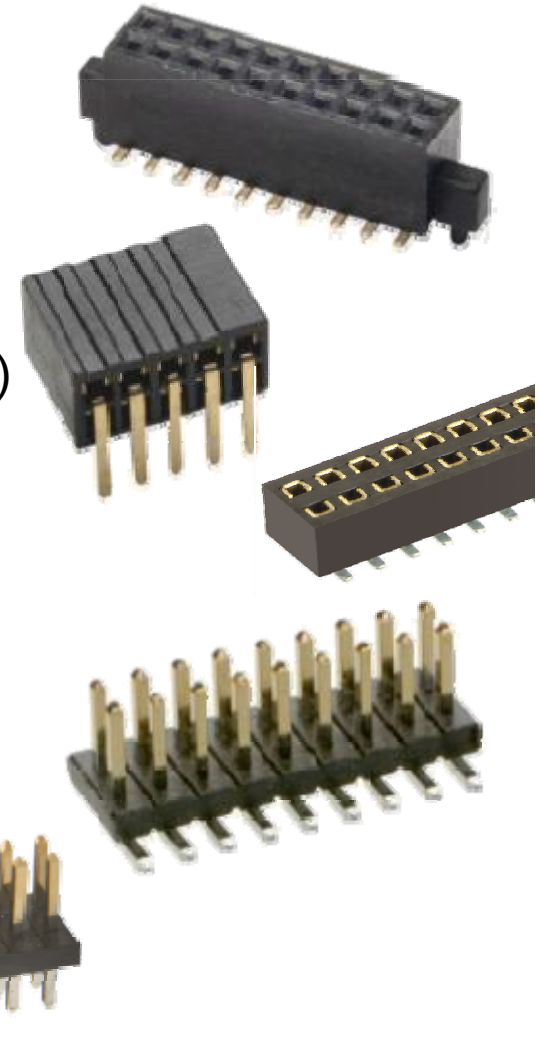
Twin Beam contacts

## **Female connectors:**

- ❖ Vertical & Horizontal PC Tail (through-board)
- ❖ Vertical SMT, with height and peg options

## **Male connectors (0.40mm sq pins):**

- ❖ Vertical & Horizontal PC Tail standard
- ❖ Vertical SMT standard
- ❖ Pin Header Variants



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# M50-4xx

Double Row connectors, 1.27 x 1.27mm



Twin Beam contacts

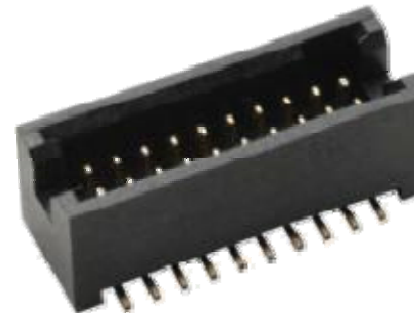
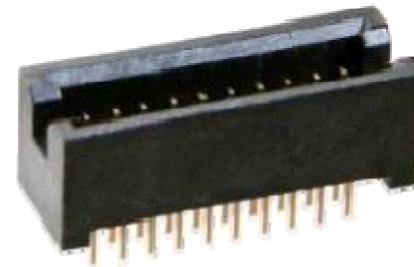
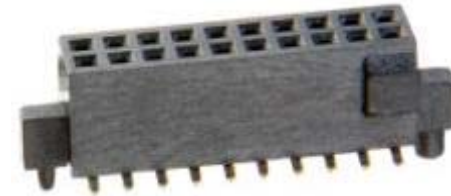
Shrouded, single polarisation

## **Female connectors:**

- ❖ Vertical SMT, with pegs

## **Male connectors (0.40mm sq pins):**

- ❖ Vertical & Horizontal PC Tail
- ❖ Vertical SMT



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# M52, with Pin Header Variants

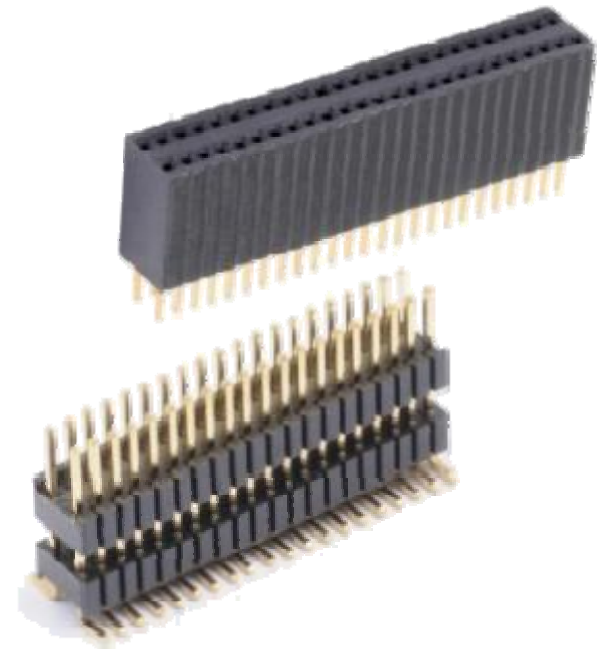
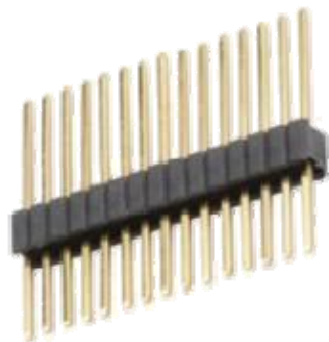
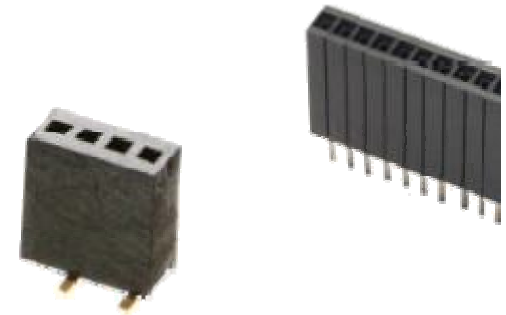
Single and Double Row connectors

## Female connectors:

- ❖ Vertical PC Tail (tuning fork), two heights
- ❖ Vertical SMT (twin beam)

## Male connectors (0.46mm sq pins):

- ❖ Pin Header Variants

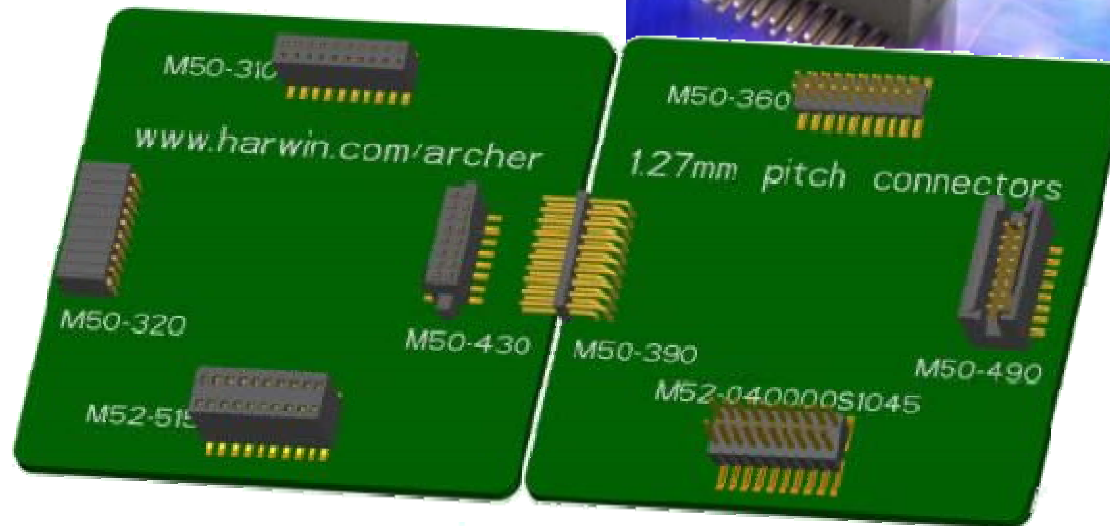


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# Brand Launch

- ❖ Official launch Sept 2010
- ❖ Website landing page: [www.harwin.com/archer](http://www.harwin.com/archer)
- ❖ Sample boards:



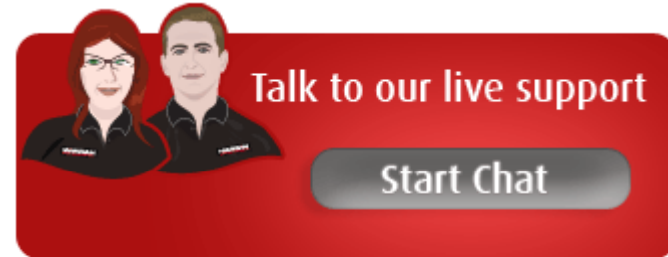
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# More information...

- ❖ Component specs, drawings, catalogue pages – all available on [www.harwin.com](http://www.harwin.com)
- ❖ Contact me on Live Help [harwin.com/contact](http://harwin.com/contact)
- ❖ E-mail me on [technical@harwin.com](mailto:technical@harwin.com)

Live Help Online



Request call back



## Any Questions?

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