

Microbridge November 2007 eNewsletter

Design Challenge Countdown

There are just over 30 days remaining to get your ideas submitted and have a chance at winning a real BMW Mini Cooper or one of our other exciting prizes. If you have not yet done so, please re-visit our website www.rejustorchallenge.com and submit your entry. Remember you can enter as many different design ideas as you like so enter early and often.

Did you see what EN-Genius (Formerly AnalogZone) said about us in their November 19, 2007 issue?

EN-Genius Says *"Every now and again a practical development comes along that alters the way things have been done for a hundred years. This low-cost surface-mount passive component from Microbridge Technologies, Inc. fits that description."*

Read more at: [rlcZONE Products for the week of November 19, 2007](#)

Did you see our newest product designed for Wheatstone Bridge Sensors?

The **MBW-303** Quad eTC Rejutor. This conditioning network is comprised of four 30Kohm, eTC Rejutors (re-adjustable resistors), the world's first fully analog, passive electronic Temperature Compensation (eTC) dividers, configured in a Bridge. Designed for Wheatstone bridge sensors in automotive, healthcare, consumer, and instrumentation markets, this single chip solution compensates for offset errors and offset drift in a Wheatstone bridge, solving the problem at the source. For more information, visit: [MBW-303 Datasheet](#)

Have you witnessed this awesome demonstration of the Rejutor Calibration Process?

In October we launched the MBK-401 Calibration Demo Tool. This video demonstrates precision adjustment of the resistance of the Rejutor first using the MBK-401 and then with the MBK-408 Rejutor Calibration Tool (which achieves higher precision and can increase the resistance of the resistor). This video also proves the Rejutor is completely passive and requires no power to maintain its adjusted value. [Rejutor Calibration Demo](#)

Single Rejutors Now Available

Microbridge is launching single Rejutor products in response to our customers needs. There are four products in this family. They are the MBS-472-AL, MBS-902-AL, MBS-153-AL and MBS-333-AL. Datasheets are available on our website at [Low-TCR Singles](#)

Trade Shows

Microbridge will be at [DesignCon](#) in February 2008. Drop-by booth 842 to see the latest product offerings and meet members of the Microbridge team.

Microbridge will also be at [Sensors and Test](#) in Nuremberg in May 2008. Pencil this event in your calendars. It's a great opportunity for the design community in Europe and Asia to meet EuroSemi, our new sales representatives for Europe, and learn about our new products and capabilities.

Microbridge at ISSCC 2008

The 2008 ISSCC Technical Program Committee has accepted our paper titled "Single-Chip CMOS Analog Sensor-Conditioning ICs With Integrated Electrically Adjustable Passive Resistors". Paper number 32.6 will be presented in the Session entitled MEMS & Sensors, at ISSCC in February in San Francisco. For more information on the conference, visit www.isscc.org.

Rejutors in the News

EE Product Center

11/5

<http://www.eeproductcenter.com/showArticle.jhtml?articleID=202802559>

Sensors and Transducers Magazine

11/5

Signal Calibration and Temperature Compensation for Wheatstone Bridge Sensor Application

http://www.sensorsportal.com/HTML/DIGEST/november_07/MBW303.htm

ABOUT MICROBRIDGE

Microbridge is the leading manufacturer and licensor of next step electronic calibration products and solutions in the consumer, automotive, medical and other industries that need to improve manufacturing yields and productivity, and enter new markets. Microbridge's resistor calibration products (Rejutor) and enabling technology are the first integrated calibration and temperature compensation systems for analog electronics design and production. The firm enables manufacturers to: cut scrap up to 50%; reduce in-line manufacturing process steps; eliminate binning, work-arounds, laser trimming, hand-sorting and trim-pots; decrease calibration costs by a factor of 10 without sacrificing performance; and return millions of dollars in production savings.

Microbridge's technology enables product designers to achieve one-step calibration and passive adjustment, is adaptive and adjustable in circuit, and it allows calibration in the analog domain to improve the design of current and future products.

For more information, visit www.mbridgetech.com. Companies with product inquiries can contact Microbridge at sales@mbridgetech.com and licensing inquiries can be answered at license@mbridgetech.com

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