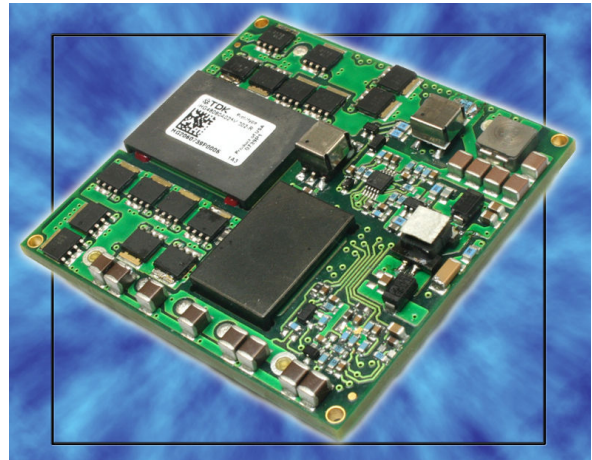


## TDK's Latest Half Brick Family Addition

**January 2008, Richardson, TX, USA**--- TDK Innoveta Inc. has expanded its' half brick DC/DC converter lineup with the addition of a new product family. The iHG family of DC/DC converters initial product offering includes 5V/10A, 5V/20A and 3V3/30A devices, with further products planned. Providing exceptional thermal performance, using the industry standard half brick footprint with no base plate, these DC/DC converters are ideal for engineers designing low airflow, high temperature, 48V power architectures, for telecom, wireless, industrial and many other applications.



The single board construction with upto 93% efficiency provides a very high level of useable power in convection cooled environments with very low levels of airflow. Furthermore, an all new ASIC based control circuitry bringing a significant component count reduction, improved reliability and lower cost makes the iHG family very well suited as replacements in legacy applications.

The field proven power conversion circuitry of the TDK Innoveta iHG family guarantees the product's monotonic start up into a highly capacitive, pre-biased load and no reverse current flow in standby, start-up, shut-down or parallel operation uses. Additionally a double ended power train topology with FET driven synchronous rectification combined with a secondary side auxiliary control rail ensures safe operation under all functional and fault conditions, making the iHG a more robust and higher reliability converter than other modules available on the market. Thus offering the ideal solution for powering a broad range of reliability critical applications.

In addition to high efficiency operation, the iHG's very low input current consumption in standby mode, demonstrates TDK Innoveta's commitment to the 'green' environmental issues of concern to all designers in every application today.

The input is fully isolated from the output further adding to product versatility by allowing different options for polarity and grounding connectivity. Standard features include fixed frequency operation, output trim, remote sense, remote on/off, and auto-recovery of input under voltage, output over current, over temperature and overvoltage protection circuitry. Latching / non latching protection and positive polarity on/off are offered as options.

TDK Innoveta's entire product range is RoHS compliant. Safety approvals include UL60950 (US and Canada), VDE 0805, CB scheme (IEC950), and CE Mark (EN60950).

Samples are available now, with production quantities on standard lead times. Further details can be obtained by contacting your local TDK sales office or visiting our web site below. Further TDK sales offices can be found by then clicking the TDK Global Web Sites logo.

### **About TDK Innoveta Inc.**

TDK Innoveta Inc. continues to set new benchmarks for technological innovation and business efficiency in the development, manufacturing and support of high density power products. TDK DC-DC converters combine flexibility, reliability, and the highest usable power density for telecommunications, data communications and computer applications. For information, please call toll free at 1-877-498-0099 or visit our website at <http://www.tdkinnoveta.com>