



World Leader in Capacitive Proximity Sensing



Azoteq to exhibit at Electronica 2014 in Munich, Germany

Azoteq plans to exhibit at Electronica 2014 in Munich, Germany from November 11th – 14th. Electronica 2014 is the International Trade Fair for Electrical Components, Systems, and Applications.

The focus of Azoteq's booth will be to demonstrate our Capacitive Proximity and Touch solutions.

Azoteq will present a wide range of capacitive proximity and touch solutions at our booth, showcasing the latest state of the art in capacitive sensing.

Live demo's will include 3D gesture trackpads, robust touch solutions for outdoor and vandal proof applications and low power proximity activated applications.

Other demos will show Azoteq's Movement Detector to differentiate between human contact and inanimate contact.

Please come by and visit our booth at Electronica 2014 in Munich! Our booth is located in Hall A5, Booth 516.

For more information, email info@azoteq.com.

Content

- Page 1 Azoteq to exhibit at Electronica 2014 in Munich, Germany
- Page 2 Dr. Fredrick Bruwer -President and CEO
- Page 3 Air Contact ESD Immunity Guidelines
- Page 4 Contact Discharge ESD Immunity Guidelines and Common Mistakes
- Page 5 The IQS211EV02 Evaluation Kit



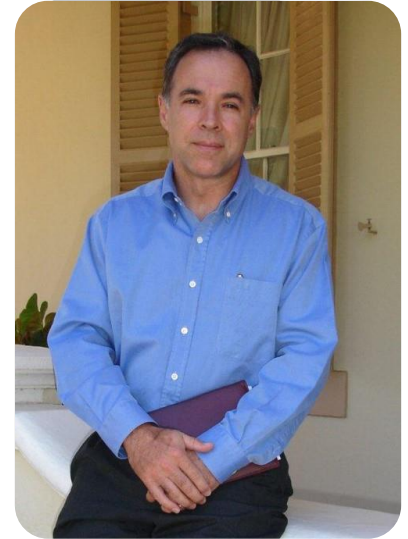
Azoteq enables next generation user interfaces for users to interact naturally with products through capacitive proximity and touch

Dr. Fredrick Bruwer President and CEO

Dr. Frederick Bruwer founded Azoteq in 1998 with a visionary strategy to develop affordable intelligent switches on silicon. Since 2004 the company has expanded on this successful business to also focus on the emerging market for next generation user interfaces utilizing capacitive proximity and touch sensing solutions. He holds 39 patents in this field.

Previously Dr. Bruwer founded Nanoteq, which developed the Keeloq technology for remote keyless entry (RKE). Keeloq became the world standard for RKE and Nanoteq was sold to Microchip Technology (NASDAQ:MCHP) in 1995 where he was appointed VP for the Secure Data Products division.

Dr. Bruwer holds Bachelors, Masters (Cum Laude) and Doctors degrees from the University of Pretoria in South Africa.



Dr. Frederick Bruwer

For more information, email info@azoteq.com.



Sales contact information can be found [here!](#)

Azoteq Sales Offices

Azoteq has distribution and sales representatives around the globe. But there are three main sales offices that can help assist designers with their capacitive sensing needs. Sales offices and contacts are as follows:

- North America
 - Kobus Marneweck – VP Marketing
- International
 - Jean Viljoen – Marketing Manager Europe/Asia
- Hong Kong
 - Eric Tsang

ESD Design and Testing Guidelines

Contact discharge might be the preferred testing method for ESD immunity testing but when it comes to testing touch sensing applications, the air discharge method is used more often since most touch pads are usually covered by an insulating overlay like Figure 1.

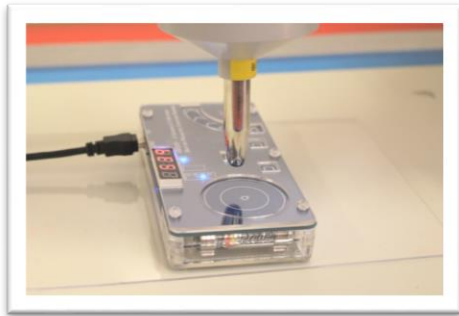


Figure 1: Air discharge on plastic overlay of touch and slider evaluation kit

The following are guidelines and notes for air discharge as per the IEC61000-4-2 standard

1. The rounded tip of the ESD gun is used for air discharge.
2. The ESD generator is set to the desired voltage level and then the trigger is closed on the ESD gun. The trigger remains closed and the tip of the ESD gun must approach the equipment under test (EUT) as fast as possible until a spark gap discharges onto the surface of the EUT electrode or until contact is made with the surface of the EUT without causing mechanical damage.
3. At higher voltage levels this discharge can occur as multiple successive discharges. A slight crackling noise can be heard.
4. After each discharge, the ESD gun must be removed from the EUT. The generator is then retriggered for a new single discharge but it is very important to allow the EUT to discharge completely before the next discharge from the ESD gun is applied.
5. Applying the next discharge before the EUT is fully discharged can lead to the EUT being tested at more than double the intended voltage level.
6. The bleeder resistors ($2 \times 470\text{K}\Omega$) can be used to ensure that the EUT is properly discharged.
7. The “bleeder resistors cable” can be connected between the EUT and the horizontal coupling plane (HCP). However it is stated in the IEC standard that the connected “bleeder resistors cable” can influence the test results and it therefore would be better no to connect the “bleeder resistors cable”.
8. Alternatively the EUT can be swept with a grounded carbon fiber brush connected to bleeder resistors ($2 \times 470\text{K}\Omega$) in the grounding cable.
9. The resistors should be capable of withstanding the maximum discharge voltage applied to the EUT plane during the test.
10. A preferred method that is used at Azoteq is simply to “touch” the touch-sensing buttons or electrodes of the EUT as by doing so one removes the charge build-up on the surface of the device and the functionality of the device is also tested.
11. Ten positive and ten negative discharges should be applied at a specific voltage level.

Full Article Available on [EDN](#).

ESD Immunity Guidelines and Common Mistakes

Contact discharge is the preferred method of ESD testing when there are conductive areas on the surface of the device. The following are guidelines and notes for contact discharge as per the IEC61000-4-2 standard:

1. The sharp tip of the ESD gun must be used for contact discharge.
2. In the case of contact discharges, the tip of the ESD gun should touch the EUT, before the discharge switch is operated.
3. The tip is then removed and the EUT has to discharge fully before the next discharge is applied.
4. Ten positive and ten negative discharges shall be applied at a specific voltage level.

Common mistakes during ESD testing

The following are a few common mistakes that are made by test and technical engineers:

1. Wrong table set-up
 - Using a fully metallic table instead of a wooden non-conductive table.
 - Connecting the HCP directly to the ground reference plane (GRP) instead of using the “bleeder resistors cable”
 - Placing the EUT directly on the HCP without insulating material.
 - The absence of a GRP
2. Successive discharges without allowing the EUT to discharge. (please see points 4 to 10 under Air Discharge)
3. Using the wrong tip on the ESD gun
4. Trying to do an air discharge simply by closing and releasing the trigger of the ESD gun
5. Performing ESD tests in adverse environmental conditions



Contact Discharge

Contact discharge to USB connector on touch and slider evaluation kit

For more information, email info@azoteq.com

The IQS211EV02 Evaluation Kit

Evaluation kits are made available to help designers to evaluate and prototype with Azoteq's ICs. These kits provide information on the IC's behavior to the designer and illustrates the best way to use the IC. With the new release of the IQS211, the IQS211EV02 kit was created.

You can place your order for kits on Mouser [soon!](#)



IQS211EV02 Kits
Available soon at
Mouser!

Sales

Azoteq International

Jean Viljoen

+27 21 863 0033

jean.viljoen@azoteq.com

Azoteq USA

Kobus Marneweck

+1 512 538 1995

kobusm@azoteq.com

Azoteq Asia

Lina Yu

+86 (138) 2696 0845

linayu@azoteq.com.cn

Distributors

Worldwide Mouser Electronics

+1 800 346 6873

Sales@mouser.com

Worldwide Future Electronics

+1 514 694 7710

Taiwan Holy Stone Enterprise Co. Ltd

Terry Chiang

+886 2 2659 6722 ext. 302

terrychiang@holystone.com.tw

China Infortech

Summer Yin

+86 21 51087875 ext. 355

summer_yin@infotech.net.cn

South East Asia Locus Marketing Pte. Ltd

Sam Liew

+65 6299 7308

+65 6292 5848

samliew@locus.com.sg

France and China Seltech

+33 (0) 1 48 92 90 02

+86 25 83 45 54 33

Europe@seltech-international.com
Asia@seltech-international.com

China Lierda Technologies

+86 571 8880 0000/8990 8135

+86 755 8378 0888

hangzhou@lierda.com
shenzhen@lierda.com

Japan Nomura Jimusho, Inc.

+81 3 3502 1466

yamashita@nomjim.co.jp

Distributors

Europe – UK, Ireland

IO Components LTD

+44 (0)1202 440422

paulb@io-components.com

South Korea

SEMPOST

+82 2 2688 1588

jason@insem.co.kr

Representatives

USA- Southern California

O'Donnell South

+1 310 781 2255

sales@odas.com

USA- GA, NC, SC, TN, MS, AL

Quantum Marketing, Inc.

+1 310 781 2255

jeannette.ayerbe@qmirep.com

USA- NY, NJ, PA, DE, MD, VA

Analectro

+1 856 795 6676

sales@analectro.com

USA- Northern California

O'Donnell Associates North

+1 408 456 2950

wepich@odonnell.com

USA- TX, LA

Logic 1 Sales

+1 512 656 4686

pat@logic1.us

USA- MA, NH, VT, ME, CT, RI

Coakley, Boyd & Abbett

+1 508 820 0800

rwalsh@cbane.com

USA – IL, WI

Horizon Technical Sales

+1 630 852 2500

lward@horizontechsales.com

Central Europe

ActiveRep GmbH

+49 (0) 812 2227 9270

+49 (0) 171 3098 721

brendon.hutton@activerep.com

India

Enecon Technologies

+919900212558

shivu@enecontechologies.com