

Ericsson's Customer Specified Products provide 'custom' solutions with reduced design time

Ericsson Power Modules' BMR653 3+ series is a customized DC/DC module based on the company's standard 'building blocks', or commercial products (in this case the PKM-B). Ericsson's Customer Specified Products group provides optimized solutions for applications where off-the-shelf products do not match 100% of the customers' specification.

The BMR653 3+ series is just one example among many, of solutions developed by Customer Specified Products that provide a sustainable power solution to a specific application, offering a shorter time to market, and adding to the company's product portfolio.

The BMR653 3+ was designed to power an intermediate bus voltage requiring 12V at 60A, in an application where board space was the most critical parameter - in fact limited to standardized quarter-brick footprint. With a power density of 13.9W/cm³ (184W/in³) and with excellent thermal performance, the BMR653 3+ is the ideal product to power applications such as routers, optical switches, data-storage, ATCA, MicroTCA, embedded computing and many others where board space is critical - quarter-brick and a height of 2.54 cm (1inch), or higher.

Effectively, the BMR653 3+ is for use in any application that demands high power in combination with a small footprint whilst using forced air-cooling. Traditionally, such a power levels are offered in the so-called half-brick package size (35cm² – 5.47in²), whereas the BMR653 3+ with its quarter-brick footprint (21.3cm² – 3.3in²) saves on board space. Further, maintaining compatibility with the standardized quarter-brick format makes it possible for customers to adjust the power solution when upgrading central processors or adding storage capacity, without having to redesign all of the board.

With its high efficiency figure of 96 percent (typical at 12V_{out}, 50percent load and 48V_{in}), the BMR653 3+ simplifies thermal management. Additionally, as a stacked product it is designed to provide efficient airflow 'through' the module, thus reducing airflow resistance and further improving thermal performance. The BMR653 3+ features a versatile input voltage range of 36 to 75V, and offers 1500Vdc input to output isolation. Full protection is provided including input under voltage, over temperature, output over voltage, and output short-circuit protection. It also features remote control and optional latching OTP and OVP.

Compared to other products on the market, Ericsson's BMR653 3+ offers twice the power of a conventional quarter-brick, and is the first quarter brick on the market to deliver 650W at 40 degrees C and 2m/s airflow. Its electrical platform uses a highly optimized power-train, planar-magnetic type, with a special layout to reduce power conduction losses.

The module's mechanical assembly concept is based on the use of low resistive pins interconnecting the stacked modules to the end-user's board without any disruption in conduction, or the use of intermediate connectors. This is the first product that Ericsson has released using this mechanical concept, and easy paralleling that was developed for new modules such as the digitally controlled BMR453, combined with piggyback assembling make it possible for Ericsson to extend its product offering to embrace and simplify highly demanding applications.

"Since 1983, Ericsson Power Modules has designed standardized, high end power supplies for a range of applications and customer specified solutions for a limited few," said Patrick Le Fèvre, Marketing and Communication Director at Power Modules. "With our extensive experience in the

design and development of power supply products and solutions, not only can we provide economical off-the-shelf products, but as illustrated by the BMR653 3+, we can also offer customer specified power solutions for use in a large range of applications.”

Notes to editors:

Ericsson’s standard multimedia content is available at the broadcast room:

www.ericsson.com/broadcast_room

Ericsson is the world's leading provider of technology and services to telecom operators. The market leader in 2G and 3G mobile technologies, Ericsson supplies communications services and manages networks that serve more than 195 million subscribers. The company's portfolio comprises mobile and fixed network infrastructure, and broadband and multimedia solutions for operators, enterprises and developers. The Sony Ericsson joint venture provides consumers with feature-rich personal mobile devices.

Ericsson is advancing its vision of 'communication for all' through innovation, technology, and sustainable business solutions. Working in 175 countries, more than 70,000 employees generated revenue of USD 27.9 billion (SEK 188 billion) in 2007. Founded in 1876 and headquartered in Stockholm, Sweden, Ericsson is listed on OMX Nordic Exchange Stockholm and NASDAQ.

For more information, visit www.ericsson.com or www.ericsson.mobi.

FOR FURTHER INFORMATION, PLEASE CONTACT

Patrick Le Fèvre, Marketing Director

Ericsson Power Modules

Phone: +46-10-716 95 07

Fax: +46-10-716 95 99

Reader Inquiry reference:

Reference: E0111(A)

If printing an Internet address please use Power Modules homepage and/or phone number to our International sales office:

URL: www.ericsson.com/powermodules

Europe: +46-10-716 96 20

U.S.A.: +1-972-583 6910/5254

China: + 86-21-5990 3258

About Ericsson Power Modules

Ericsson Power Modules is a supplier of world-class DC/DC power modules for distributed power architectures. With its global design, development, manufacturing and sales network Ericsson Power Modules is a leading supplier of power solutions to meet the customer demand for high performance.