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Welcome to our April edition of Braemac Product News.

Hitachi One-Terabyte Hard Drive Scores Popular Mechanics Editor's Choice Award.

SAN JOSE , Calif. – Hitachi Global Storage Technologies (Hitachi) announced today that Popular Mechanics chose the Deskstar 7K1000 1TB hard drive to be among the best new products displayed at the 2007 Consumer Electronics Show (CES). Judged by the magazine's editorial staff and presented on the opening day of the show, the Editor's Choice award recognizes the best of CES in new product design and innovation.

"This recognition by one of the most popular and diverse science and technology magazines is evidence of the excitement generated in the minds of the consumers for Hitachi's storage capacity achievement," said Shinjiro Iwata, chief marketing officer, Hitachi Global Storage Technologies. "With the ability to store hundreds of hours of video and thousands of photos, consumers now have a place for all of their personal information. We are proud to be recognized by Popular Mechanics."

Hitachi announced the Deskstar 7K1000, the world's first terabyte hard disk drive at the CES 2007. Delivering superior performance and reliability, as well as capacity, Hitachi's 1TB hard drive meets the needs of consumers who want to create, share and store all of their digital information.

"CES is the electronics industry's biggest forum. If there's a technological breakthrough to announce, that's where we expect to see it first. This year, Hitachi's 1TB hard drive uses the company's research into perpendicular storage to push hard drive technology to an impressive new threshold at a reasonable price," commented Glenn Derene, senior technology editor at Popular Mechanics.

Along with the Deskstar 7K1000, Hitachi is also announcing today a CinemaStar version 1TB hard drive, which provides optimized capabilities specifically designed for digital video recording (DVR) applications. Consumers have come to rely on their digital video recorders (DVRs) to record and store their favorite programs, and with the increasing availability of high-definition (HD) TV programming, 1TB of storage will become a necessity. High-definition video requires 4 to 5 times more storage capacity than standard-definition video and a terabyte drive allows viewers to easily store and retrieve almost 250 hours of HD programming (additional storage facts can be found in the accompanying press release addendum).

Consumers have entered an era where everything they capture on digital still or video, listen to and write, can be saved and shared for future enjoyment. In the connected home, storage becomes the epicenter of the home network, linking the living room, the office and the bedroom together in a truly digitally-connected home. The family's games, home movies, photos and music can be stored and accessed from a variety of digital

photos and music can be stored and accessed from a variety of digital entertainment devices within the home. As the distribution of video content to social networking sites and to handheld devices becomes more commonplace, storage capacity requirements will reach new heights. In this scenario, consumers can begin to imagine what they would do with all that capacity. With 1TB, Hitachi's Deskstar 7K1000, for PCs and home media centers and the CinemaStar 7K1000 for DVRs help to usher in this new era.

"Consumers who increasingly rely on hard disk drives to store their digital memories are seeking higher capacity and more reliable HDDs," said John Rydning, research manager for hard disk drives at IDC. "Reaching 1 TB of capacity in a disk drive is a testament to 50 years of innovation by the hard disk drive industry, and helps to ensure sufficient storage capacity is available to meet increasing consumer storage requirements."

Maximizing Value - The "Smart" Hard Drive

Hitachi is focused on maximizing the value of the hard drive by spearheading the era of the "smart" hard drive. Customized features have been incorporated into Hitachi's hard drives, tailoring them for the application-set that they serve. To that end, Hitachi's 1TB hard drives are targeted to two distinct application areas:

- Deskstar 7K1000 – gaming and high-performance PCs, external storage devices and upgrade applications
 - o SATA 3.0Gb/s and PATA-133 interfaces
 - o Ramp load design for increased shock protection
 - o Three low-power idle modes to boost power efficiency
- CinemaStar 7K1000 – DVR applications
 - o Adaptive error recovery and SMART command transport for optimized video streaming and picture quality
 - o Smooth Stream Technology to optimize the drive for audio/video applications requiring reliable storage
 - o "Bedroom quiet" acoustics

For further information, product data sheets and pricing, please contact your local Braemac sales representative.

To find out more visit:

<http://www.hitachiqst.com/portal/site/en/menuitem.b5bc67ba7b48099056fb11f0aac4f0a0/>

VARTA Microbattery receives
The World's First Innovation Award® 2006

VARTA Microbattery GmbH has been honored with The World's First Innovation Award® for its development of the VARTA PoLiFlex® battery.

This prestigious award is recognized worldwide and celebrates the achievements of a select list of top tier German industrial and business organizations.

VARTA PoLiFlex® is a super-slim Lithium Polymer rechargeable battery, developed featuring the use of polymer plastics. The product is further distinguished by its high energy density, extremely long life as well as its size flexibility. It can be recharged more than 1000 times.

Varta Lithium Polymer Easy Pack Batteries:

VARTA Microbattery GmbH has developed the Easypack® as the "off the shelf" solution for design engineers who want Poliflex® technology in a battery that is removable from their system by the end user. By providing a standard footprint across all capacities Easypack® provides quick time to market without NRE costs and is supported by standard off line programming solutions.

Based on many years of design-in and system supply expertise VARTA EasyPack solution offers two possibilities for connectivity:

- one on the header side, and,
- one on the bottom side of the battery.

Thus, flexible contacting the application is guaranteed for the electronic device designer.

As well as supplying a range of Lithium Polyflex batteries ranging from 550mAh to 2000mAh, VARTA have also developed the VARTA EasyPack Evaluation Kit; all you need for an easy battery pack design-in support. The kit includes:

- VARTA EasyPack 550mAh, 750mAh, 1000mAh and 2000mAh Lithium Polyflex batteries
- Charging reference design, blue prints and BOM
- Plug & Play charging solutions based on TI bq 24014
- Linear controller: no interference to the application
- fits all VARTA EasyPacks
- Charging current 500mA / 1000mA
- Easy access to IC test pins and battery contacts
- Proper battery mating platform fits all VARTA EasyPack types
- including suitable power supply.

For further information, product data sheets and pricing, please contact your local Braemac sales representative.

To find out more visit:

http://www.varta-microbattery.com/en/oempages/product_data/productdata_types.php?output=typedata&segment=RechLiFlatPoly

U-Blox Redefining the boundaries of GPS performance

U-blox' fifth generation of GPS receivers has surpassed all competition. u-blox 5 single chips and chipsets offer customers cutting-edge positioning technology at competitive prices. Our new generation receivers combine the fastest TTFF in the market with the highest sensitivity while keeping power needs and costs down. This makes u-blox 5 receivers the best all-round GPS chip offering in the market in terms of accuracy, reliability, performance and cost.

The new technology boasts an acquisition and tracking sensitivity of -160 dBm that enables indoor coverage, a 50-channel engine, a power consumption of less than 50 mW, ultrafast acquisition of under 1 sec time to first fix, a footprint below 100 mm², single chip package and Galileo ready. Its energy efficiency and tracking sensitivity make it ideal for GPS-enabled battery-operated portable devices that operate in difficult indoor environments like shopping malls, train stations and urban canyons.

U-Blox offer's industry-leading GPS receivers that are tailored to customers needs, be they producers of GPS-enabled consumer devices, automotive application developers or any other product manufacturer wishing to enhance their end-product by endowing it with affordable, high-performance positioning functionality.

For further information, product data sheets and pricing, please contact your local Braemac sales representative.

To find out more visit:

<http://www.u-blox.com/technology/u-blox5/index.html>

Wavecom today introduced the new Fastrack Supreme Wireless CPU®. This Plug & Play family product evolution keeps the same vers form factor as the previous Fastrack product packed with a host of new features that will carry customer applications well into the futur

The main improvements include additional input/output (IO) options and enhanced expandability for optional features. Wavecom has developed an exciting new, open-standard Internal Expansion Socket (IES) interface for customers to add additional IO connectivity or features like GPS, WiFi, Bluetooth, Zigbee and more. The open interface means customers are able to develop their own expansion modules and customize the product for their specific requirements. With the new Fastrack Supreme, Wavecom also announces three su options: one for IO expansion with mini USB connectivity; one with GPS functionality and USB; and one with IO expansion, GPS functionality and USB. Wavecom expects to offer additional optional expansion modules in the future in direct response to customer nee

The Fastrack Supreme Wireless CPU® also features Wavecom's Open AT® Software Suite offering Real-Time native execution of ember C applications plus download-over-the-air (DOTA) capabilities for simple, cost-effective upgrades and maintenance, compatible with the recently announced Remote Device Management Service (RDMS) from Wavecom.

Open AT® enables developers to fully embed their software application inside Fastrack Supreme and as a direct consequence reduce product design, material and after-sale costs.

For further information, product data sheets and pricing, please contact your local Braemac sales representative.

To find out more visit:

<http://www.wavecom.com/modules/movie/scenes/support/index.php?fuseAction=publicArea&rubric=WMPuSupportHardFirmwares&art:WMPuSupportHardFirmwaresFastrackSupreme>

Contact Us

For further information, product data sheets and pricing, please contact your local Braemac sales representative. or email info@braemac.com.au

Braemac Pty Ltd
1/59-61 Burrows Road
Alexandria NSW 2015
Tel: 61 2 9550 6600
Fax: 61 2 9550 6377

www.braemac.com.au
info@braemac.com.au

About Braemac

Braemac is Australia's largest electronic component distributor with offices throughout Australia, New Zealand, USA, Singapore, Hong Kong and the UK. Our product offer includes some of the world's most prestigious suppliers including Atmel, Altera, Hitachi (Renesas), STMicroelectronics, Cirrus Logic, Marvell and Wavecom which allows our customers to choose from a wide selection of quality, well recognised components.

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