

What's The Buzz About Haptics?

New Product Introduction from PUI Audio.


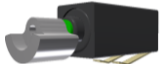
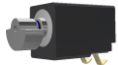




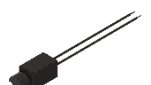




Haptics technology is not new to the world. For example, you feel it when your phone vibrates or when you are playing video games.

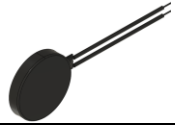
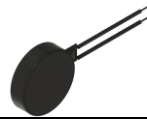
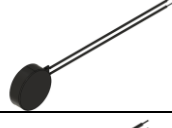
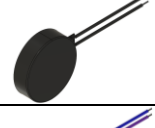
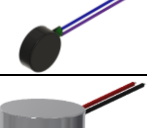
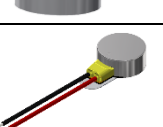
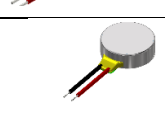

However, the latest innovations are opening doors to a myriad of new applications. PUI Audio is aware of unique application requirements for each market and hence we plan to launch a broad range of products based on different stimulation technology. Actuators are the heart of Haptics system, and our team will ensure to provide you the best optimal solution given the requirements.

Phase 1 Launch: Available to Order

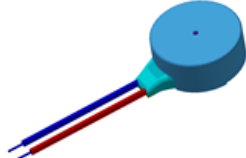
As part of our initial Haptics launch, please see various product offerings for Electromagnetic Actuators:

Eccentric Rotating Mass (ERM): Best for Low frequency vibration type alert. Acceleration and frequency are fluctuated in accordance with the voltage. ERM vibration motors are DC motors that spin a mass offset from the center of rotation producing motion across two axes. We have two types of configurations – Cylindrical and Coin with different mounting styles.

Actuator Type	Part Numbers	Images
ERM Cylindrical	HD-EM1204-LW20-R	
ERM Cylindrical	HD-EM1204-SC-R	
ERM Cylindrical	HD-EM1206-SC-R	
ERM Cylindrical	HD-EMB1205-SC-R	
ERM Cylindrical	HD-EMB1205-3-SC-R	
ERM Cylindrical	HD-EMB1104-LW15-R	
ERM Cylindrical	HD-EMB1005-LW25-R	
ERM Cylindrical	HD-EMB1205-2-LW30-R	
ERM Cylindrical	HD-EMB1205-LW30-R	
ERM Cylindrical	HD-EMB1604-LW26-R	
ERM Cylindrical	HD-EMB1806-LW32-R	
ERM Cylindrical	HD-EMB1706-LW25-R	

Actuator Type	Part Numbers	Images
ERM Coin	HD-EMC1002-LW20-R	
ERM Coin	HD-EMC1003-2-LW15-R	
ERM Coin	HD-EMC1003-LW40-R	
ERM Coin	HD-EMC1203-LW20-R	
ERM Coin	HD-EM0803-LW20-R	
ERM Coin	HD-EM1003-LW15-R	
ERM Coin	HD-EM0802-LW15-R	
ERM Coin	HD-EMC0803-LW20-2-R	



Linear Resonant Actuators (LRA): Power efficient, and best performance at the resonant frequency to provide precise and complex vibrations. LRA relies on an AC voltage to drive a voice coil pressed against a moving mass connected to a spring. LRA actuators produce motion in a single axis. Flat coin type low profile is best suited for applications where space is limited and quick mounting through double tape.

Actuator Type	Part Numbers	Images
LRA Coin	HD-LA0803-LW10-R	

More SKUs will be released later in the year depending on demand.

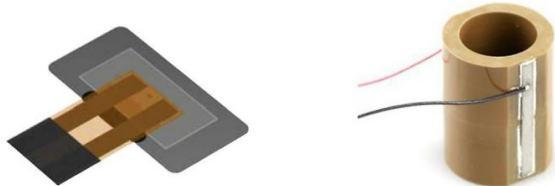
Phase 2 Launch: Coming up in July 2022

Voice Coil Motors (VCM): Broad frequency range and provides more flexible and complex vibration effects. Acceleration and frequency can be separately controlled by voltage and frequency. It is quieter and has quick response time. We have two types of configurations – Cylindrical and flat. More configurations are in the development process to provide a low profile.

Actuator Type	Part Numbers	Images
Voice Coil Cylindrical	VA2527	
Voice Coil Flat	VA3222C100	

Phase 3 Launch: Coming up in August 2022

Stay tuned for Piezoelectric Actuators launch coming up in August. Piezoelectric actuators generate motion through the piezoelectric effect, a property that causes the material to squeeze or stretch when an electric signal is applied. Unlike ERM and LRA, both the position/amplitude and the frequency of deflection can be controlled independently, so it is possible to create much more complex and detailed signals. We have vast experience in Piezo based Audio solutions and our new addition of Actuators will provide the best practices for correct application.



Contact our team to learn more about upcoming products.