

## **PCBMotor winner of prestigious 2010 EE TIMES ACE Award in editors choice category**

### ***PCBMotor is among Industry's Elite for Piezo's motor mounted directly on a Printed Circuit Board***

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PCBMotor ApS, a Piezo motor manufacture, today announced it was named the winner in EE Times sixth Annual Creativity in Electronics (ACE) Awards ([www.eetimes-ace.com](http://www.eetimes-ace.com)) for Category of Editors Choose. The 2010 EE Times ACE awards celebrate the creators of technology who demonstrate leadership and innovation in the global electronics industry. PCBMotor's product, was selected as a winner due to its new motor design enabling motors to be mounted directly onto a Printed Circuit board.

"We offer a patented new technology that allows you to build one or more motors directly onto the PCB itself. It significantly reduces application cost - and introduces a world of new design opportunities, and we are extremely proud of being award with The (Annual Creativity in Electronics) ACE Awards on April 27th recognize PCBMotor in the "Editors' Choice Award," for the year of 2010. The "editor's choice award," goes to an individual, an organization, a product or a technology that shows the greatest promise in the coming years," explains Henrik Staehr-Olsen, CEO of the Danish company PCBMotor.

"In fact this is the second time PCBMotor is awarded. In November 2009 EEtimes, had voted PCBMotor the 2nd best "EEproduct Center's, top 10 products of the year". This was a great achievement to receive, since starting PCBMotor, our team has been dedicated to improving the patented Piezo motor technology, and have already seen a significantly increase in our customer base," says Henrik Staehr-Olsen, CEO of the Danish company PCBMotor.

The EE Times Annual Creativity in Electronics (ACE) Awards honoring innovators who demonstrate global electronics industry leadership and celebrates the creators of technology who exhibit leadership, innovation and shape the world we live in. Awards were presented on April 27th during the ESC (Embedded Systems Conference) Silicon Valley. Awards are presented in 13 categories and are judged by the editors and a blue-ribbon panel of industry experts, comprised of the leading voices of academia, industry and Wall Street executives.

Traditional design methods use PCBs as motor controllers with connections to a physical motor located somewhere in the vicinity of the card. In order to build smaller, cheaper and better application you have to think out of the box. Using standardized components and well established assembly techniques, you can increase your profit margin using this innovative new technology:

1. Reduce application size by integrating motor and all electronics into one printed circuit board.
2. Reduce bill of materials – PCBMotor's direct drive eliminates gears.
3. Further eliminate cost by getting rid of screws, wires, connectors and manual assembly.
4. The actuator components for the PCBMotor are SMD-mounted directly on the PCB.
5. Increase your design options with the unique hollow and ultra slim form factor of the PCBMotor.

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Technically speaking, the PCBmotor consists of two parts: (1) The stator, milled out of the PCB itself, holds the piezos/actuators and electrical connecting circuit (the PCB can also hold the driver) and (2) The rotor, pressed onto the surface of the stator, delivers the mechanical output. A travelling wave is generated over the stator surface, acting as a flexible ring to produce elliptical motion on the rotor interface. The elliptical motion of the contact surface propels the rotor and the connected drive-shaft.

1x1mm piezo ceramic components are mounted on PCB. Operation depends on friction between the moving rotor and stator as well as amplitude and quality of the wave travelling on the stator. The rotor can turn between 60 and 120 RPM with torque ranging from 1 Nmm to more than 70 Nmm depending on the stator's diameter, number of piezo components and the rotor design and material.

**Request a whitepaper to learn more.**

Visit [www.pcbmotor.com](http://www.pcbmotor.com) to request a whitepaper, and free layouts. Get technical details, performance data and practical information on how to turn your PCB into a motor.

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If you'd like more information about this topic, or to schedule an interview with Henrik Stæhr-Olsen, please call +45 2087 5111 or e-mail [hso@pcbmotor.com](mailto:hso@pcbmotor.com).