



**1400 Howard Street
Elk Grove Village, IL 60007
Phone: (888) 921-6400
www.TUSAINC.com**

January 2015

Sales Newsletter for Representatives and Distributors

Happy New Year! As we dive headfirst into January, Transducers USA is looking at new ways we can expand our market share, nurture rep/distributor relationships and provide increased value to our customers. Here are just a few of the things in store for TUSA in 2015:

Webinars

In the coming months, we'll be inviting reps and distributors to take part in a whole new way to learn about TUSA products: Webinars! In these online seminars, TUSA engineers will walk you through the ins and outs of all our featured products.

Updated Website Content

TUSA's product line is more robust than ever, and we're taking steps to ensure that our website reflects all the innovation we have to offer. Our goal is to make www.tusainc.com a reliable and useful tool that will help you sell more TUSA product.

Website Audio Samples

Have you seen the "Live Audio Options" page of our website? You can hear real audio samples of the various beeps, buzzes and sirens that TUSA has available. Visit www.tusainc.com and click "Live Audio Options."

As always, you can email me at pmccormick@tusainc.com or call me at (888) 921-6400.

PJ McCormick
Sales Engineer

MLCT Series: Huge Sound, Tiny Speaker

You know Transducers USA is your premier source for beepers, buzzers, transducers, sirens and alerts. But did you know that we also specialize in speakers for all your small device applications?

TUSA's **MLCT (Multilayer Ceramic Transmitter) series** packs a huge sound into a tiny package. With an overall size of 30 x 20 x 1.5mm, the series is ideal for flat and narrow spaces. Its waterproof design and anti-electromagnetic applications make it the speaker of choice for digital products, household appliances, voice repeaters, music players and any other application where sound conversion is needed in small spaces.

MLCT's simple but unique acoustic multi-layer ceramic construction produces a high output of 80 dB with only 16V low driving voltage. Its milliwatt of power consumption and high conversion efficiency extend its reach into an even broader range of applications.

The MLCT series has a wide frequency range of 300-20K Hz and a working temperature range of -20 to +70°C. What's more, units will not cause electro-magnetic interference to any surrounding electronic devices or emanate any such interference on their own.



Featured Product: MLCT Series

TONELIGHT: Sound, Light or Both (now with timer!)

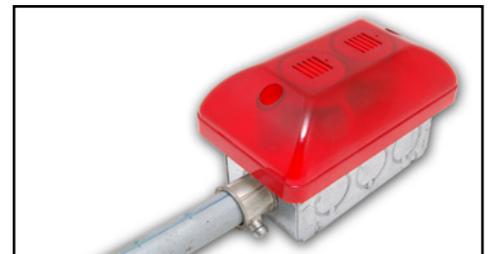
Our **Tonelight Series** is the alert that emits both sound and flashing lights, providing visual LED warning and audible beeping combined!

Tonelight's sound and light can be simultaneous or separate, and now Tonelight has a new feature: **the sound can be delayed for workspace-friendly warnings!** This gives workers time to respond to Tonelight's visual alert before the audible beeping begins — perfect for restaurant kitchens, factory floors or other environments where excess noise is undesirable.

Tonelight uses 22mm Industry-Standard Panel Mount and comes in a small, space-saving package. There's even a harsh-environment model available! Call today to learn more about this unique, versatile product! Available in all industry-standard voltages: 6, 12, 24, 48, 110 AC and DC.



Tonelight Panel Mount Models



Tonelight Conduit Mount



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TUSA 2015: Panel Mounts & Speakers More Inventory, New Models, Lower Prices

At TUSA, 2015 is a year of exciting and out-of-the-ordinary products, particularly in two product categories: **panel mount** items and **speakers**. We're **stocking larger quantities** of these parts. We're **introducing new models**. And we're establishing ourselves as your very best option for these parts with **industry-leading prices**. We have an impressive amount of stock immediately available to meet your needs, including:

TUSA's **KPE-850S Panel Mount Buzzer** is the most popular in our series of UL-approved, panel mounted audio alerts. It is a continuous DC-driven unit. In addition, we offer it in slow or fast pulse and AC/DC up to 250 volts. Sound output can be adjusted by adding a shutter control. Available terminations are screw-type, .250 spade or wire leads.



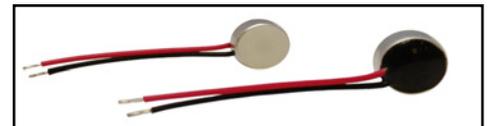
KPE-850S Panel Mount Buzzer

The **TRIP-4353 Audio Alert's** choice of three tonal modes — continuous, fast-pulse or slow pulse — makes it particularly attractive for applications where multiple tones are required to indicate different conditions. Or, if preferred, select a single tone for a particular usage. The unit is perfect for medical equipment situations in diagnostic equipment, allowing the technician to hear a different tone for different readings. It's also a good fit for harsh environments such as repair shops, industrial and machine control areas, transportation and materials handling.



TRIP-4353

The **KCEG2742 microphone** is dust- and water-tight, making it a rugged, IP57-rated solution that's perfect for harsh environments. What's more, it's only 6mm x 2.7mm, putting out a substantial 57dBA from an impressively tiny package. It operates on 2.0 VDC and has a response frequency range from 100-20,000 kHz. Plus, it offers easy installation via a water-tight wire lead.



KCEG2742 Microphone

Holiday and Port-Related Delays

While TUSA prides itself on expedient shipping and fast turnaround times, there are two factors creating delays for our manufacturing shipments this year.

First, as the traditional Chinese holidays arrive, business in China slows and shipping times are increased. Second, shipments are being delayed by unprecedented backups at ports in Los Angeles and Long Beach, California, as well as railway and air bottlenecks.

According to news reports, the backups are due to:

- Larger ship sizes straining the capacity of the ports
- Near-record volume of goods squeezing through facilities due to the improving economy
- A shortage of truck chassis to haul away the cargo
- Snarls caused by a reconfigured local rail system
- Ongoing contract negotiations between terminal operators and the West Coast Longshoremen's union

In response, TUSA is increasing stock of popular products to meet demand. However, parts we do not stock may be delayed by an additional 6-10 weeks. Please keep these delays in mind as you schedule orders for early 2015.



Photo Courtesy REUTERS