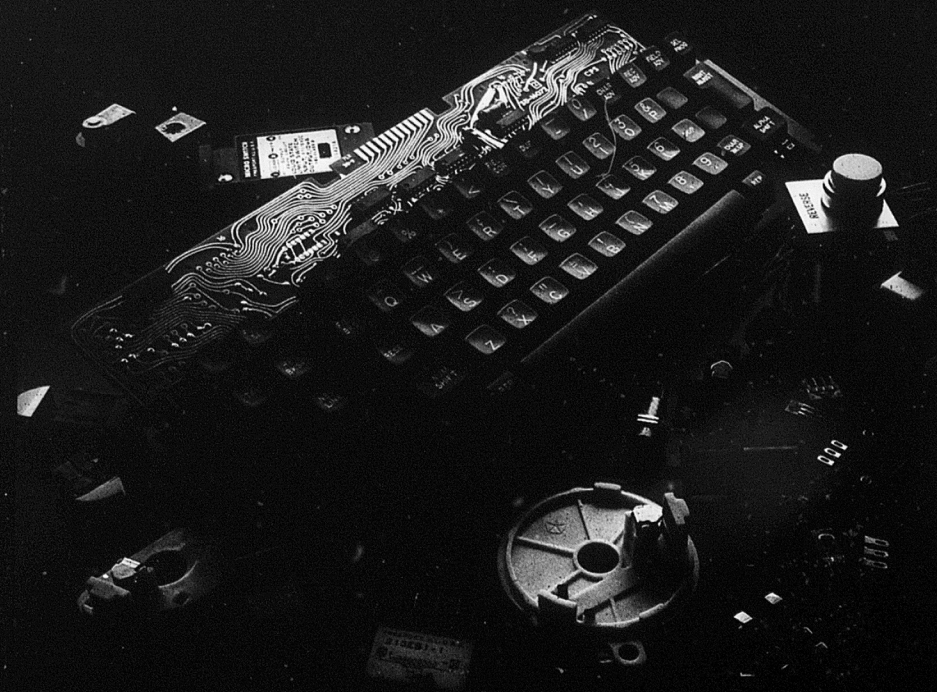
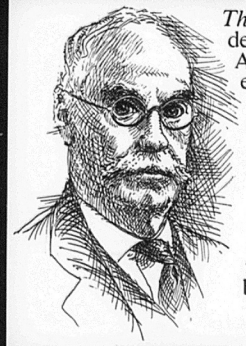


"The new force is exceedingly small, so that we cannot predict any practical applications for it."

—*The Nation*, December 25, 1879



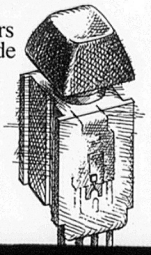
The Nation was talking about the Hall effect, the minute voltage that develops at the edges of current-carrying gold foil in a magnetic field. And back in 1879 when Dr. Edwin Hall first detected it, even the editors of this leading news magazine didn't know what to make of it.

In fact, for eighty-six years, the Hall effect gathered dust in research labs.

But then in 1965, while MICRO SWITCH engineers were evaluating different sensor technologies, they made a major breakthrough.

They invented a revolutionary sensor by building the Hall effect into an integrated circuit.

The sensor they developed was smaller and more reliable than any previously designed. That sensor became part of the world's first solid state keyboard.



For Data, Circle 47

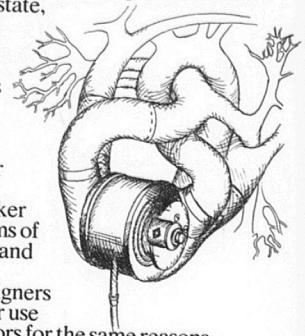
Today, not only is that keyboard still the most reliable one you can buy, our Hall effect technology is the state of the art in the electronics industry.

The fame of Hall.

Since the Hall effect keyboard, we've found other innovative ways to package the Hall effect.

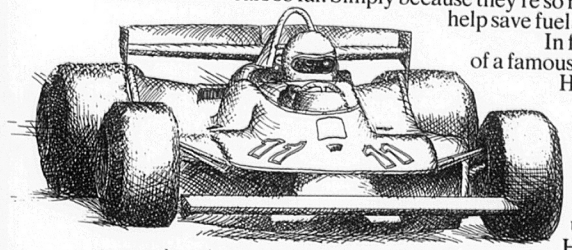
You'll find it in our vane and position sensors. It makes our AML pushbuttons the most reliable ones you can buy. You'll find it in our solid state, oiltight pushbuttons. And now, the Hall effect is in our latest achievement: a linear output position sensor.

Our customers must like the ways we've packaged the Hall effect, because they've found some interesting ways to use them.



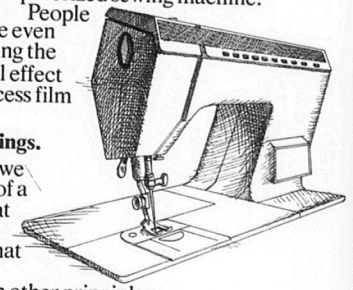
For example, pioneers at a leading medical center came to us for a sensor that would control the rhythm of an experimental artificial heart. They chose a Hall effect sensor for its proven reliability.

Hall effect sensors have replaced mechanical breaker points and magnetic reluctance sensors in the ignition systems of over 2 million cars so far. Simply because they're so reliable, and help save fuel.



In fact, designers of a famous race car use Hall sensors for the same reasons.

And a Hall effect sensor detects the precise needle position for stitching patterns in the first computerized sewing machine.



People are even using the Hall effect to monitor tire pressure, build better refrigerators, process film and bale hay. Just to name a few.

We have other ways of doing things.

Having made nearly 200 million Hall sensors, we figure that if there's a way to improve the performance of a product using a Hall device, chances are pretty good that we'll find it.

On the other hand, we'll be the first to admit that the Hall effect isn't the only way to do things.

That's why we also have products that work on other principles.

We use piezoresistance for solid state pressure transducers. Eddy current in metal detecting proximity sensors. And optoelectronics in photoelectric controls. Not to mention the precision, snap-action principle we invented in 1932.

But whether you eventually choose Hall devices for your designs, or any of the other ways we have to make switches and sensors work better, we can help you best by helping you early.

That way, you get our nearly 50 years' experience helping customers solve problems. And the most cost-effective product for the job. Whether it's one right off the shelf, or one we design especially for you.

Who knows, maybe we'll come up with a practical application that no one has thought about yet.

For some practical suggestions on how the Hall effect can work for you, write MICRO SWITCH, The Sensor Consultants, Freeport, Illinois 61032. Or call 815-235-6600.

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