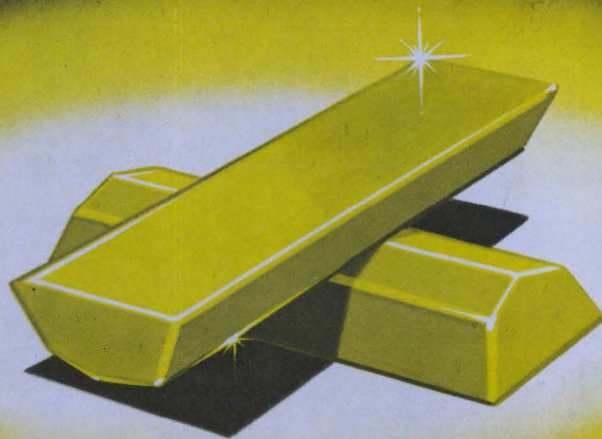


New Cherry Solid Gold "Crosspoint" contact switch



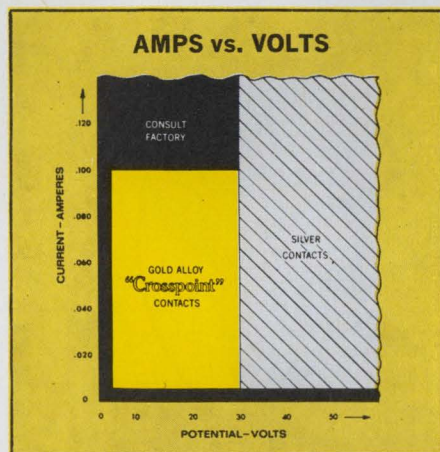
...engineered for enhanced reliability

Positive Switching of Low Energy Solid State Circuits

Whether you're designing for data processing or instruments, office machines or numerically-controlled machine tools, low energy solid state switching presents a difficult problem.

Now you can solve the solid state interfacing problem with a new Gold "Crosspoint" Contact snap-action switch from Cherry.

1. Provide high force per unit of contact area and . . .
2. Virtually eliminate contact closure interference from foreign particles. (Crossed knife edge configuration reduces potential contamination area to 1% of conventional $\frac{1}{8}$ " diameter contacts.)

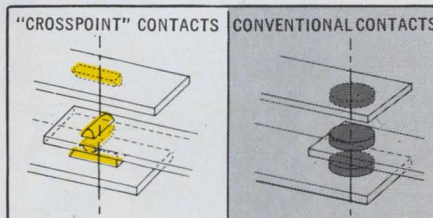


Cherry Gold "Crosspoint" Contact Innovation helps prevent two main causes of contact failure:

Formation of insulating chemical films on contact surfaces and . . .
Mechanical interference of foreign particles on contact surfaces.

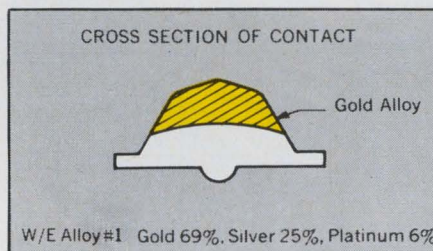


A Proven Design Concept—The new Gold "Crosspoint" Contact innovation (two prisms at right angles to each other) will:



Precious Gold Contact Material

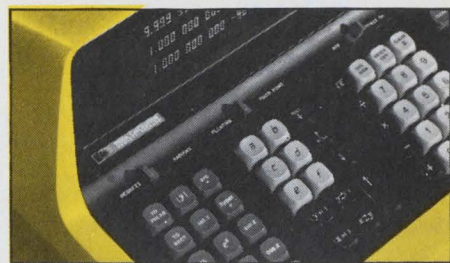
The solid layer of gold alloy used in the new Cherry switches provides interfaces inert to chemical action. This is a required control to obtain and maintain low contact resistance. Initial insertion resistance is typically below 50 milliohms.



Long Life

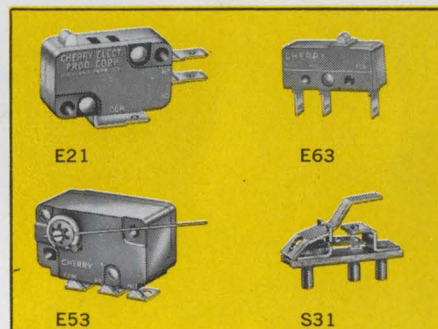
Lifetime of the Gold "Crosspoint" contact switches is measured in millions of operations. This performance has been achieved by combining these unique contacts with dependable Cherry coil spring snap-action design. The low stress coil spring mechanism has been proven in more than 100 million applications.

Increase Your Design Latitude with this new approach to switching low level circuits.



The Hewlett Packard programmable electronic calculator shown above represents the latest, most advanced design in desk top units. Each of the 63 keys in the model 9100A keyboard uses a Cherry Gold "Crosspoint" contact switch to operate arithmetic, logarithmic, trigonometric, hyperbolic, coordinate transfer and many other functions.

Solid State Compatibility has been applied to four basic Cherry switches: E21 enclosed miniature; E63 sub-miniature; E53 low torque, and S31 open type miniature.



FREE SAMPLE SWITCH

Write for a free sample of one of the four Gold "Crosspoint" Contact switch types. We'll send the switch of your choice for evaluation and testing.

FOR IMMEDIATE ACTION
Telephone (312) 831-5023

CHERRY

CHERRY ELECTRICAL PRODUCTS CORP. • 1656 Old Deerfield Road, Highland Park, Illinois 60035

Circle 59 on reader service card