



# **Delta Standard Power Supply**

## Unique Selling Points (USP)

November 2009

# Delta Standard Power Supply

**\*NO. 1 POWER SUPPLY COMPANY**

Our high quality standard power supply are:

- Designed and manufacture in Thailand with German know-how
- Supported by renowned world class Delta sales and technical teams

## Vision

To supply the global market with leading energy efficient technology, quality, price and services for standard industrial power products.

## Mission

Creating a useful series of industrial leading, energy efficient and **high value-added** standard power products based on global market demands.

\* Based on March 2009 MTC report for Delta Electronics total worldwide revenue



**Delta Standard Power Supply**

**High Quality High Affordability**

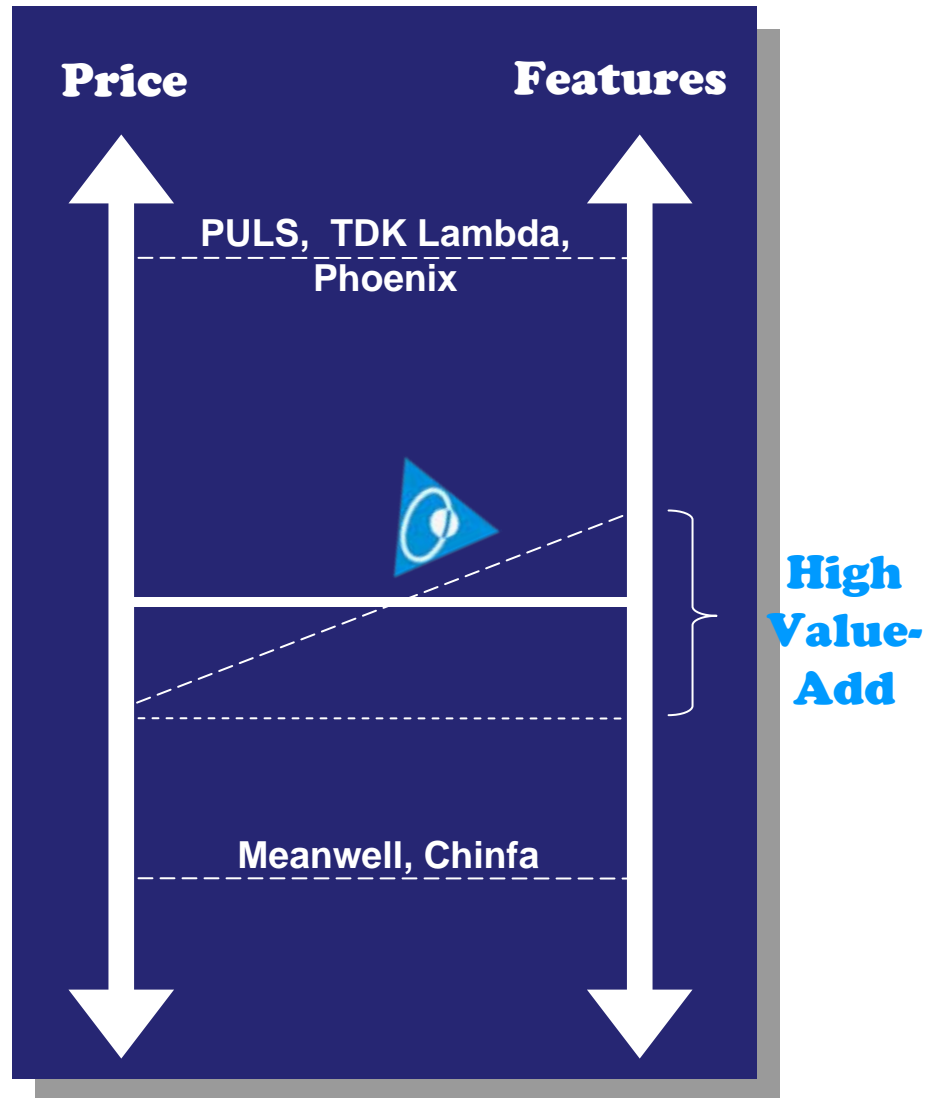
**Introducing Delta Power Supply**

With more than 35 years of industrial leading OEM and ODM products, Delta Thailand is finally introducing Delta's own series of high value added standard power supplies. The innovative offerings include DIN Rail, Panel Mount, Medical types and more to come.



# Product Positioning

Where is the High Value-Add?



- Assuming quality are equal
- For DIN Rail PSU, Panel Mount, adaptors



# Unique Selling Points

## Superior Features

- Full conformal coating for higher moisture and dust tolerance (Class 1 Div 2 Hazardous locations approval)
- Full aluminium casing for corrosion resistant handling
- Power boost 150% for 3 sec

## General Features

- Wide AC/DC Input range (World Wide usable)
- Overload, Overvoltage and Thermal protection
- High Operating Humidity <95%
- Expected life time : 10 years
- Full load Burn-in test 100%
- RoHS compliant



## PMC



### Superior Features

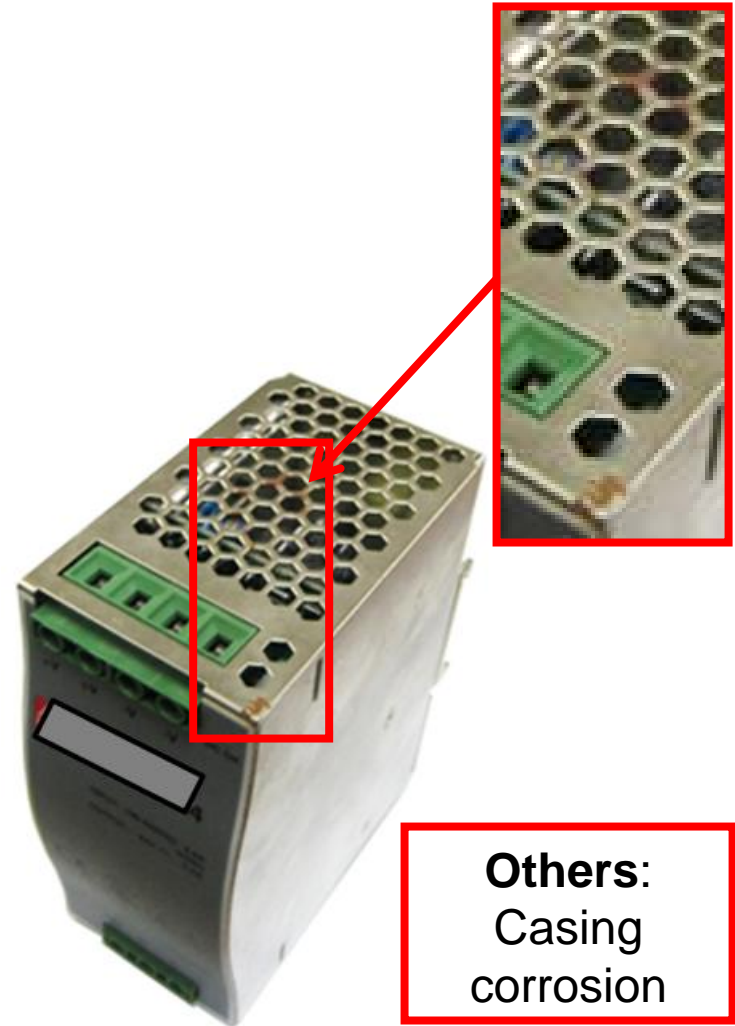
- Full aluminium casing for light weight and corrosion resistant handling
- Higher efficiency compare to same price level

### General Features

- Universal AC input
- Efficiency > 86% typical
- High Operating temperature range
- Overload, Overvoltage and Thermal protection
- MTBF > 700,000 Hrs
- Expected Life time of PSU 10 Years
- Full load Burn-in test 100%
- RoHS compliant



**Delta CliQ and PMC:**  
Anti-corrosion full  
Aluminium chassis.



**Others:**  
Casing  
corrosion

# Product Benchmarking



		Specifications Classifications		
Specifications		Worse (Exclude Delta)	DELTA EOE12010002	Best (Exclude Delta)
Input Section	AC I/P Voltage	88-132VAC, 176-264VAC by switch	Min = 85 VAC Typ = 100-240 VAC Max = 264 VAC	85-265 VAC
	DC I/P Voltage	220-375 VDC	120-375 VDC	120-370 VDC
	Efficiency (%)	80% min.	Min 85% at 115Vac & 230Vac	>90% switching technology
Output Section	Line Regulation	-	< 0.5% Typical (at 85Vac to 264Vac input, 100% load)	±0.5%
	Load Regulation	±1%	<1% Typical (with rated input, 0 to 100%load) At Max Ambient of 40C.	<0.5%
	Overload Protection	105-145% constant current.	>150% of rated load current, Auto Recovery (Hicc-Up Mode).	105 ~ 150% rated output power, Protection type : Constant current limiting, recovers automatically after fault condition is removed
	MTBF	136.8Khrs min. MIL-HDBK-217F (25 degree C)	>800,000 Hours, as per BELL CORE STD or IEC61709. Tested @ Full load 120W with 25C ambient and 115Vac input.	> 500,000 hrs in acc. with IEC61709 (SN29500)
	Start-up Time	1000 ms max ( at rated input/output voltage)	<1000ms at full load (25C) and Nominal Line input.	500ms/230VAC 500ms/115VAC at full load

Better or same as the best  
In between worst and best

**Only as an example. Complete product to product benchmarking will be submitted with every product launch.**

**Thank  
you**