

Press Release



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For Immediate Release

News from:

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New from B&B Electronics: Rugged, Industrial Strength USB to Serial Converters

Ottawa, IL - **High Retention, 15N, Type B Connectors are now a standard feature on most B&B Electronics USB products.** The world has adopted the universal serial bus as a useful, cost effective connectivity tool. One issue slowing its acceptance in the industrial automation field is the connector. Without a strong retention mechanism, USB is inadequate for use in this environment. A number of manufacturers have responded with proprietary connectors or cables featuring a custom thumbscrew. While this attempts to address the problem, it also adds cost and size. Worse yet, it requires the purchase of an expensive custom cable that you certainly won't find at the nearest computer store.



B&B Electronics' solution and key design feature is a new high retention mechanism that keeps your connection tight while allowing you to use a standard off-the-shelf cable. Withstanding 15 N of force, the connectors conform to Class 1 Div 2 withdrawal requirements. Just look for the orange port to distinguish B&B Electronics' high retention USB models.

B&B Electronics offers a wide variety of USB to RS-232/422/485 conversion solutions for industrial users. Choices include isolated and non-isolated versions with DIN rail, panel mount, and in-line options. Each style also features multiple serial port configurations. No matter what your USB to serial application is, B&B Electronics has a converter for it. A new mini form factor even addresses the unique requirements of field service. Fitting easily in a laptop bag or your pocket, they reduce the amount of equipment you take to the job site.

This extensive line-up gives B&B Electronics the depth to solve your connectivity problems and to be your one-stop source for data communications products. Experience B&B Electronics' legendary customer service, wide selection, same-day shipping, and full technical support today!

For more information about B&B Electronics, or to receive a copy of the latest catalog, visit www.bb-elec.com or call **1-800-346-3119**.

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