

FOR RELEASE IMMEDIATELY

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The Puck(tm) Optical Pointer - precision without a price penalty

Oakland, Calif. -- KA Design Group has announced a new patent pending component technology for joystick and small digitizing tablet applications. The component, called the Puck(tm) Optical Pointer, is only 3 x 3 inches and only a half inch thick. Capable of replacing a joystick, mouse or digitizing tablet the unit sells for as little as \$10.00 in large volume.

The rugged semi-sealed component can be flow soldered and processed with standard printed circuit technology. The unit will endure more than five million operational cycles without positioning error.

The component operates by optically sensing the position of a precision optical scale without any physical contact between sensing elements. This non-contact technology is responsible for the long life of the component (for comparison a potentiometer based joystick or data tablet will typically last only a few thousand cycles).

The unit precisely resolves .010 inch with perfect repeatability and without the objectionable noise characteristics of potentiometer and magnetic field based technologies. Operation of the device is completely digital and application circuits, including a low cost single chip interface to a microprocessor, are available from the factory.

(more)

In use the component is grasped by the actuation handle (see photo) and glides to any position in the x,y plane of its motion. The handle may be used like a pencil to sign a signature or make a drawing.

The component may also be obtained with a center return mechanism at additional cost.

The Puck(tm) Optical Pointer includes a non-contact optical switch built into the actuation handle. The handle is pressed down to actuate the switch.

The unit may be mounted and operated in any position, including vertical mounting. A special feature found only on the Puck(tm) Pointer called "tracking" aids the user in following lines of text or orthogonal graphic elements.

Patents for the device are pending in the United States, Germany and Japan. Customer specified colors and key shapes are also available.

Production quantities of the Puck(tm) Pointer are ready for immediate delivery. Single-piece price is \$25.00 F.O.B. Oakland. Distributor inquiries are welcome.

For further information, contact KA Design Group, 6300 Telegraph Avenue, Oakland, CA 94609. Telephone (415) 654-6300.

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