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NKK 3D CAD Models

Influencing Today's Design Cycle



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Introduction

Purpose:

- Learn how 3D CAD models influence the Design Engineers decision in purchasing component parts for new designs

Objective:

- Influencing Today's Design Cycle
- The Correlation Between Downloads and Design Wins
- Engineers Prefer Suppliers Who Offer 3D CAD Models
- Improving the User Experience
- Multiple CAD System Options
- 3D CAD Models Speed Up the Design Cycle

Note: Please check the presentation speaker notes for additional slide information.

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Influencing Today's Design Cycle

Design Engineers from 500 companies told CADENAS PARTsolutions what factors impact their decision to select, specify and purchase electronic component parts for today's most innovative design applications.

Discover:

- Why Engineers choose the parts they buy
- Pain points many Design Engineers encounter
- How manufacturers are fostering growth with a great customer experience



Source: CADENAS PARTsolutions 2013 Engineering Survey Report

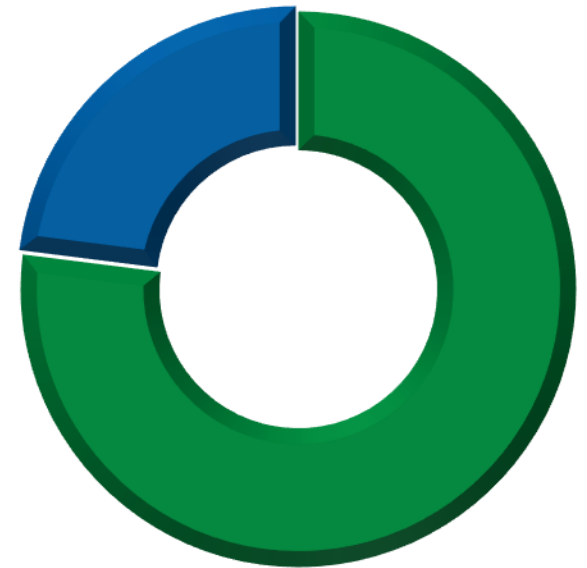
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The Correlation Between Downloads and Design Wins

If you download a CAD file of a part, does the physical part ultimately get purchased?



Source: CADENAS PARTsolutions 2013 Engineering Survey Report

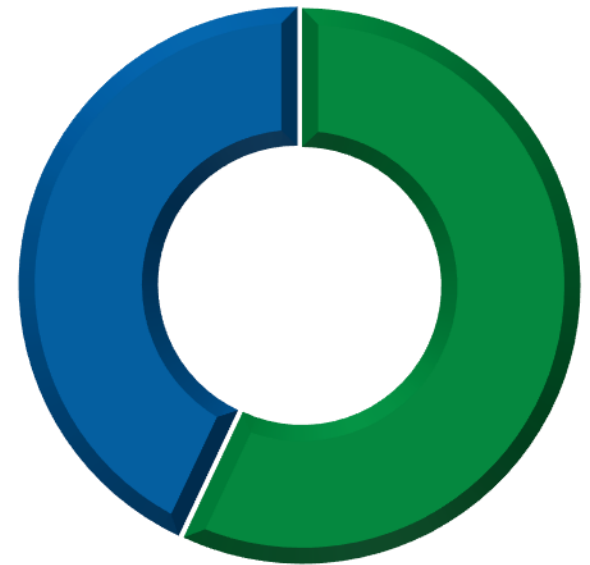
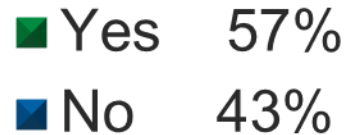
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Engineers Prefer Suppliers Who Offer 3D CAD Models

Will you choose one part supplier over another because they offer native CAD models?



Source: CADENAS PARTsolutions 2013 Engineering Survey Report

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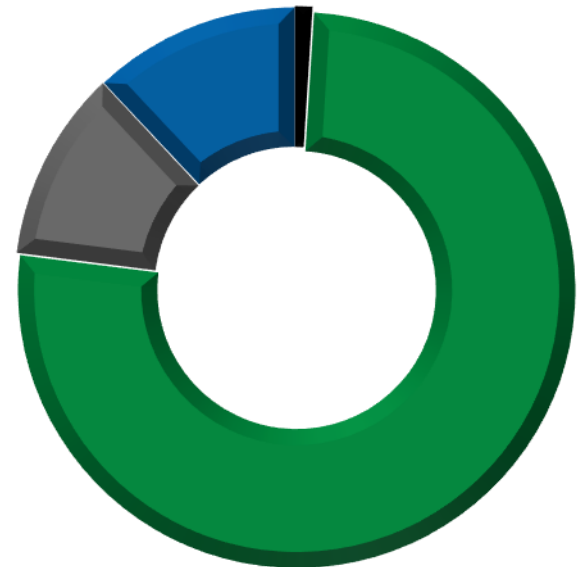
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Improving The User Experience

Do you ever have problems using neutral CAD models or CAD files not in the specific version of your CAD system?

- Always 1%
- Sometimes 76%
- Often 11%
- Never 12%



Source: CADENAS PARTsolutions 2013 Engineering Survey Report

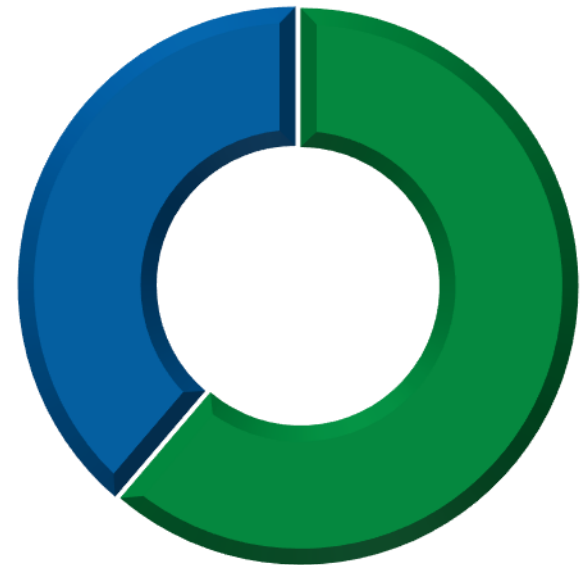
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Multiple CAD System Options

Does your company work within a single CAD system or multiple systems?



Source: CADENAS PARTsolutions 2013 Engineering Survey Report

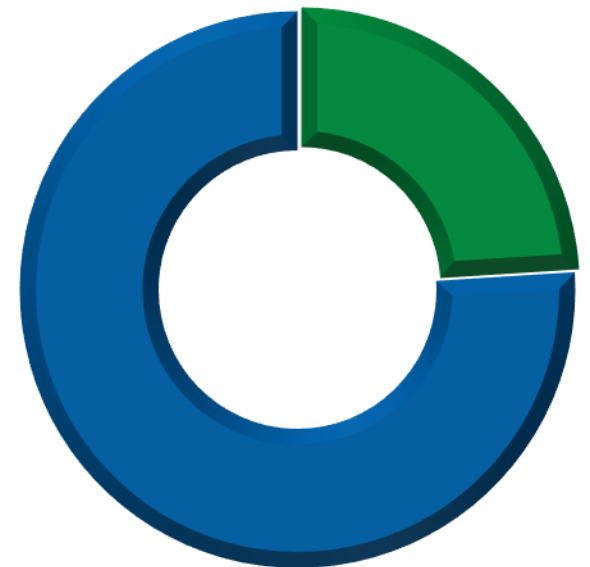
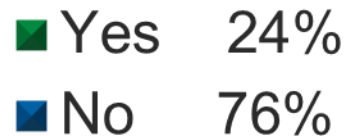
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3D CAD Models Speed Up the Design Cycle

If a manufacturer does not supply native CAD models online, do you contact them directly to complain?



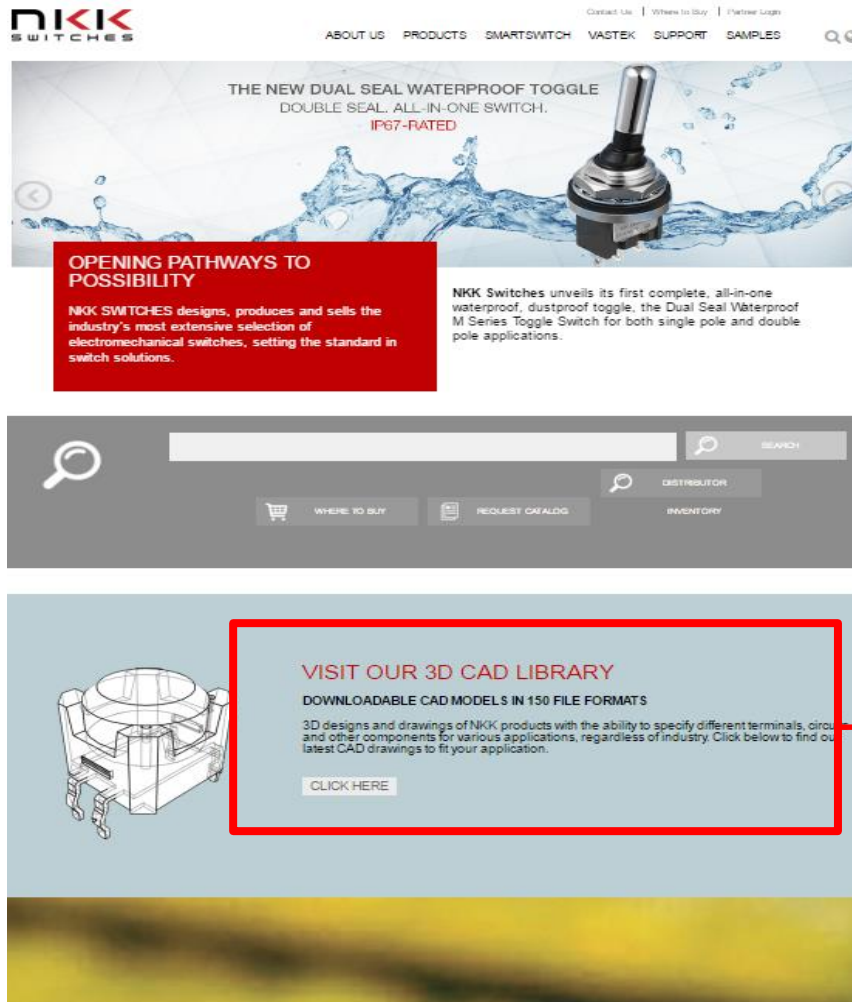
Source: CADENAS PARTsolutions 2013 Engineering Survey Report

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NKK's 3D CAD Models



Click here on NKK's homepage to access the 3D CAD Library www.nkkswitches.com

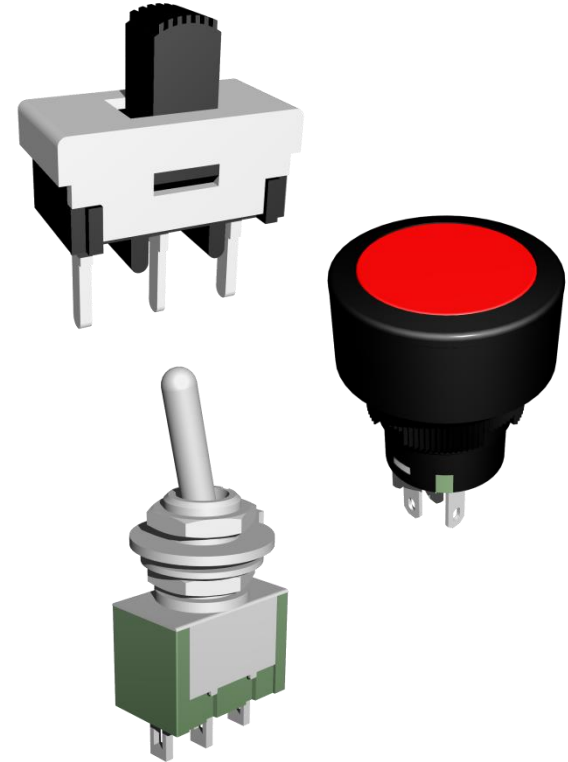
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Summary

NKK has thousands of configurable 3D CAD switch models available for immediate download at no charge.

With a single keystroke, engineers can download part number-specific models directly from NKK's website.

Start today and kick-start your designs with NKK Switches!



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Thank you!

Have questions? Contact NKK Switches at
877.2BUYNKK.

NKK provides FREE switch samples and online 3D CAD
Models. Go to www.nkkswitches.com to get yours today!



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