

**FOR IMMEDIATE RELEASE**

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## Tyco Electronics Presents HSD Product Family

The requirement for High Speed Data (HSD) Connections within the automobile continues to progress at an ever increasing speed. Camera and display connections, USB and iPod connectivity are becoming more of a decision making parameter by the consumer. This creates new challenges for the automotive OEM's. The VDA is planning to launch the HSD specification which will help the development of future high speed data links. Initially based on the 100Ω LVDS protocol, compatibility with other protocols such as GVIF is also covered. To support this technology Tyco Electronics is launching the following products:

### HSD – 90° Header

The header is fully compatible with the HSD mechanical and electrical requirements as well as being compatible with Pick & Place and Pin in Paste (PiP) Reflow technology. EMI shielding is achieved through the pins to the PCB and optionally with the housing shielding with the device casing. Device casing shielding is connected through assembly of the coding cap so no additional tools are needed.

### HSD – USB Module



The USB connectivity is based on automotive grade components. The module has optimized service compatibility due to package design based on switch mechanical design, which will allow the module to be removed if damaged. The module is connected to the head unit by a HSD assembly and with the integrated PCB the option is available to add additional functionality such as extra shielding or illumination of the port.



### HSD – Cable Assemblies

A full range of cable assemblies based on the 4 Way shielded cable is also part of the product launch. Connections based on 90° and 180° as well as the inline connections will be available to the required application length. The sealed connection system for camera application will be launched in early 2009.

### About Tyco Electronics

Tyco Electronics Ltd. is a leading global provider of engineered electronic components, network solutions, undersea telecommunication systems and wireless systems, with 2007 sales of US\$13.0 billion to customers in more than 150 countries. We design, manufacture and market products for customers in industries from automotive, appliance and aerospace and defense to telecommunications, computers and consumer electronics. With over 7,000 engineers and worldwide manufacturing, sales and customer service capabilities, Tyco Electronics' commitment is our customers' advantage. More information on Tyco Electronics can be found at [www.tycoelectronics.com](http://www.tycoelectronics.com).

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