

MARKETING UPDATE

New Product Introduction

OMRON
ELECTRONIC COMPONENTS



NO: PMS-014
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Product: EE-SX1340/3340/4340 Photomicrosensors
Type: New Product Introduction

OMRON announces the release of its new **EE-SX1340/3340/4340 Photomicrosensors**. This expansion of Omron's optical sensor lineup features the addition of a 4 mm slot width surface mount photomicrosensors. These models come with soldering joints on the component itself, saving customer's time and money during their assembly process. Surface mount components reduce the board space required, which can allow for more robust circuit designs and mounting on either side of PCBs. Omron will offer varying output types with both a Phototransistor (-1340) and Photo IC (-3340/-4340). These new part numbers also showcase a 3.5 mm reduction in height, compared to Omron's existing 5 mm slot width photomicrosensors.



These sensors can be used in various applications such as Office Automation, Healthcare Equipment, Home Appliances, Vending Machines, and many more.

Please read this document carefully. If you have any questions, please contact your Omron Inside Sales Representative.

DISTRIBUTOR PRICING PROMOTION:

This New Product qualifies for our 30 day NPI pricing promotion:

- If there are two pricing breaks, standard pack increment may be purchased at master pack cost
- If monolithic cost structure, 10% cost discount.

Reminder, this is ONLY for the first 30 days after NPI announcement, after which time standard distribution pricing will be used.

KEY FEATURES AND BENEFITS:

- **Expanded lineup of SMD**- 4 mm slot width with Phototransistor and Photo IC output type capabilities.
- **Customer production time reduced**- soldering time can be reduced since SMD type can be mounted via reflow soldering.
- **Low Profile**- 3.5 mm height reduction in comparison to Omron’s current 5 mm slot width SMD type.

TARGET APPLICATIONS:

- Label printer
- Smart meter/thermostat
- Amusement equipment
- Vending machine
- Sewing machine

SELLING INFORMATION:

- See attached NPI spreadsheet for more information.

Part Number	Part Number Description	STD Pack Qty	Master Pack QTY	Minimum Order QTY	List Price	Standard Pack Price	Master Pack Price
EE-SX1340	Photomicrosensor SMT	1000	5000	1000	1.6778	0.755	0.705
EE-SX3340	Photomicrosensor SMT	1000	5000	1000	1.8556	0.835	0.779
EE-SX4340	Photomicrosensor SMT	1000	5000	1000	1.8556	0.835	0.779

COMPETITOR INFORMATION:

- Sharp
- ROHM Semiconductor
- Vishay
- Kodenshi
- Kingbright

LITERATURE SUPPORT:

- Visit [HERE](#) for EE-SX1340 Datasheet
- Visit [HERE](#) for EE-SX3340/4340 Datasheet