

MARKETING UPDATE

New Product Introduction



OMRON
ELECTRONIC COMPONENTS

NO: Fs-011
Photomicrosensors, Pre-Wire Types
DATE: January 6th, 2016
Product Introduction

Products: EE-SX
Type: New

OMRON announces the expansion of its optical sensor lineup, featuring many new Pre-Wire Type models. These models come with wires already attached to the optical sensor, saving customers time and money during their assembly process. Additionally, Omron's optical sensors offer high connection reliability and are maintenance friendly, by having the wire leads use a connector that will attach to the terminals of the sensor as opposed to soldering the wires directly onto the terminals.

Omron will offer a wide variety of pre wire type sensors with both a Phototransistor and Photo IC output. These sensors can be used in various applications such as Office Automation, Healthcare Equipment, Home Appliances, Vending Machines, and many more.



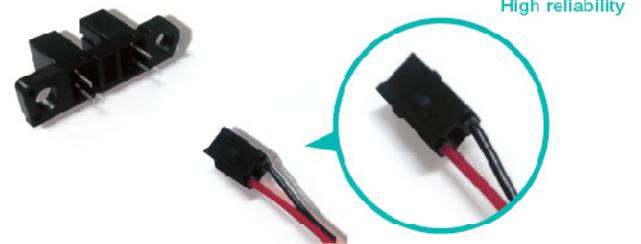
Please read this document carefully. If you have any questions, please contact your Omron Sales Representative.

Traditional Pre Wire Type

Omron Pre Wire Type

LED and PTR are soldered to the cable

Terminal Type + Connectors



Demerits

- 1 The hand soldering Assy. may create failures
- 2 Hard to change the part

Low reliability / Low maintenance ability

Merits

- 1 The connector method will not create soldering failures
- 2 Easy to change PMHS after wiring

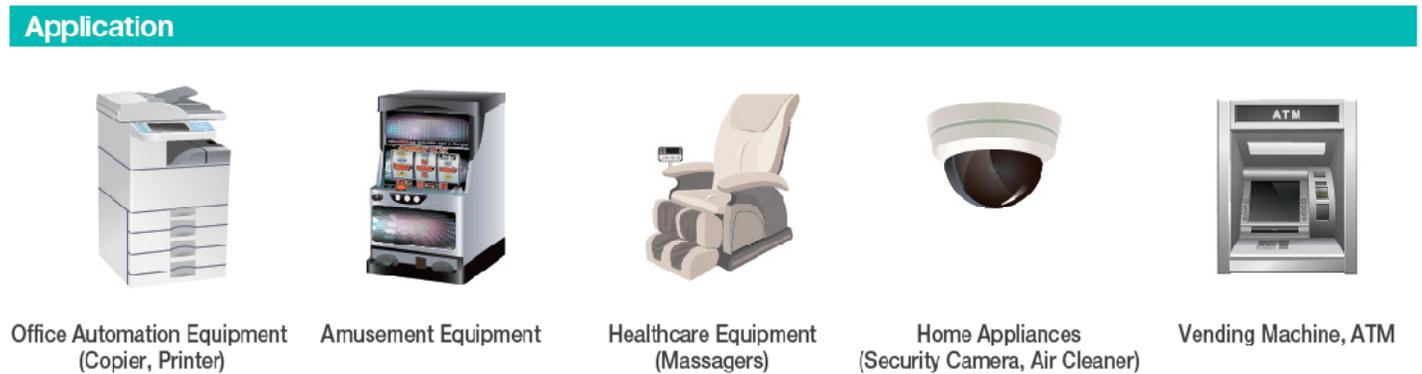
Higher quality / Easy to maintenance

KEY FEATURES AND BENEFITS:

- Included wires save customers time/money on assembly
- High connection reliability
- Easy maintenance
- Wide product lineup



TARGET APPLICATIONS:



SELLING INFORMATION (LIST OF MODELS & PRICING):

| Model | Feature | Output | Std/Master Qty | Discount Code |
|---------------|---------------------|---------------------|-----------------------|----------------------|
| EE-SX1088-W11 | General Purpose | Phototransistor | 10 / 200 | E2 |
| EE-SX3088-W11 | General Purpose | Photo IC (Dark On) | 10 / 200 | E2 |
| EE-SX4088-W11 | General Purpose | Photo IC (Light On) | 10 / 200 | E2 |
| EE-SX1096-W11 | Horizontal Aperture | Phototransistor | 10 / 200 | E2 |
| EE-SX3096-W11 | Horizontal Aperture | Photo IC (Dark On) | 10 / 200 | E2 |
| EE-SX4096-W11 | Horizontal Aperture | Photo IC (Light On) | 10 / 200 | E2 |
| EE-SX1160-W11 | Wide Slot | Phototransistor | 10 / 200 | E2 |
| EE-SX3160-W11 | Wide Slot | Photo IC (Dark On) | 10 / 200 | E2 |
| EE-SX4160-W11 | Wide Slot | Photo IC (Light On) | 10 / 200 | E2 |
| EE-SX1161-W11 | Dust Proof Type | Phototransistor | 10 / 200 | E2 |
| EE-SX3161-W11 | Dust Proof Type | Photo IC (Dark On) | 10 / 200 | E2 |
| EE-SX4161-W11 | Dust Proof Type | Photo IC (Light On) | 10 / 200 | E2 |

LITERATURE SUPPORT:

- Data Sheets on all the above part numbers are listed on the [Omron Document Library](#).
- The Pre Wire Type Sensors also can be located on the [Selection Guide](#).
- The Pre Wire Type Flyer can also be downloaded [here](#).