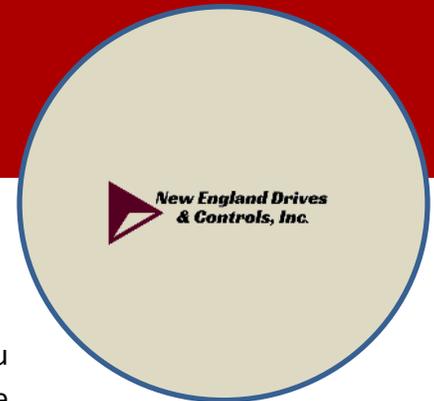


Connections

I can't hear through all this static!



Incidentally, disturbance from cosmic background radiation is something we have all experienced. Tune your television to any channel it doesn't receive, and about 1 percent of the dancing static you see is accounted for by this ancient remnant of the Big Bang. The next time you complain that there is nothing on, remember that you can always watch the birth of the universe.

—Bill Bryson

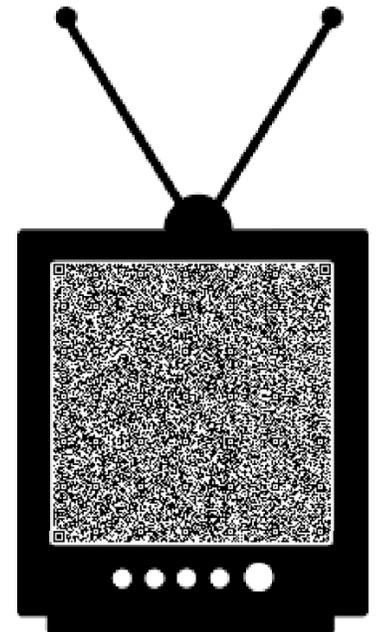
As New England Drives & Controls constantly strives to become a better assert to our customers, our whitepaper series will feature new technologies or helpful insights that may be pertinent to the reader. It is our sincere hope that this information will be beneficial in both relating, and applying content to your industrial needs.

We hope you find this whitepaper series an enjoyable and informative read.

We always welcome your questions and comments.

I realize I'm dating myself by saying this, but remember when you would go up to your T.V. and turn it on. It would take a few seconds for the tube to warm up, but sound and an image would emerge. You would turn a fairly resistant knob, (or pliers if the knob had broken due to this resistance) to tune it, and as it turned and locked onto the next position, it would make a satisfying "thunk." In-between those "thunks," if a station was not present the T.V. would hiss at you, and the screen would give a visualization of this noise.

As a child, just learning about digital computing, I could imagine this static being a form of communication from some far-off intelligence. The white spaces indicating zeros, and the black spaces indicating 1's. A 3D barcode. I'd tell you to check this out but this static no longer really gets perceived. Most tuners immediately sense the noise and silence the sound of the hiss and project a blue or black screen. But that didn't stop them from thinking about this. I am sure my mind was read by a secret government agency one night when my foil hat fell off! They took this idea and truly made it work. I know this because the static has returned. Only it is longer on TV, but on parts. It is scannable, decodable, and readable; if you know the trick.



Go to your mobile app store on your smart phone, and look for a Barcode/QR code reader. You should be able to find a free one, and then you can decode these cryptic texts! You may have seen these fancy codes on



Not a real barcode

some products, for tracking, or advertising, but their usefulness does not stop there. They can hold much more information than the old zebra-style barcodes can.

So why do I bring up all his talk about static and barcodes/QR Codes? Well these codes especially 3D codes such as the QR can be used to our benefit. As an example, Phoenix Contact is now printing them on some of their parts. (See the photo, right below of the new Quint Power Supply)

If you look closely, the two arrows will show the location of this QR code. Scanning one of them will not just net you a part number, but an actual link to its manual. Imagine coming across this part in a cabinet, and now with the use of your smart phone, being able to see which terminals should connect to where. How to configure it. Seeing this QR code excites me tremendously. I hope this idea carries onto the majority of their parts. Even better, I hope all companies adopt this type of marking with data links to their manuals, CAD drawings, application notes, etc.



Just to try out the concept, if you have downloaded a QR/Barcode Reader for your smart phone, give it a try on some of the codes contained within this whitepaper. With the exception of the Zebra, they are all real codes. The first smaller one will link to our web-page. The code to the left has my business contact information. The static on the T.V. is also a large QR code. It is real, but not many QR readers can decode it due to its resolution. It however, contains the soliloquy from Hamlet. If your reader can decode it, drop me a line. Let me know you were successful. I'd be curious to know which one

it was. "To decode, or not to decode; that is the question." Until next time, happy scanning!

-Peter Lavoie (Engineering Manager)



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