

At Apex, Small (As In Products) Is In

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SAN DIEGO -- IPC Apex kicked off yesterday to strong crowds and a positive vibe that belied the unseasonable chill in the San Diego air.

A number of products were introduced that will challenge previous designs for market share. Universal, Panasonic and Fuji were among those with new placement machines. Speedline showed the latest Camelot dispenser and Momentum printer, both of which shrink previous model footprints. BTU proudly discussed Dyanmo, a lower wattage, smaller platform for convection reflow soldering. On the test side several benchtop analyzers and testers were unveiled by companies big (Agilent) and small (ASC).

Traffic appeared steady throughout the day, never overwhelming but always busy and noisy.