**+++ Press Release +++**

**POSITAL Launches a New Generation of Incremental Encoders**

**Hamilton, New Jersey, January 31, 2023 ­–** POSITAL has launched a major upgrade to its IXARC family of incremental rotary encoders. These encoders feature new magnetic sensor technology and more energy-efficient embedded microcontrollers . While remaining mechanically and electrically compatible with earlier models, the new encoders will benefit customers by reducing power consumption – an important consideration in complex application where multiple devices are connected to the control system.

These updated encoders are just the first of a series of products that POSITAL will be rolling-out over the next year. “Our aim here is to improve the performance, ease-of-use, and availability of our encoders and inclinometers” says Christian Fell, head of technology development for FRABA B.V, POSITAL’s parent company. “This program, labeled NeXtGen, will update the core technologies used in our products, both to improve performance and to strengthen our supply chains.”

The new IXARC incremental encoders make use of a TMR (tunnel magneto-resistance) sensing technology in place of the Hall-effect sensors used on previous models. TMR sensors offer higher magnetic sensitivity, creating possibilities for improved resolution. TMR sensor are also less temperature sensitive and more energy-efficient than their predecessors. POSITAL will introduce TMR technology across its full range of rotary encoders, including absolute industrial encoders and its extensive line of kit encoders. The TMR sensors will be connected to a new generation of microcontrollers that offer a 60% energy consumption improvement over older components and can support new signal processing algorithms.

Another goal of NeXtGen is the simplification and rationalization of POSITAL’s supply chain. Fell continues: “the past few years have brought home the importance of robust supply chains. POSITAL’s NeXtGen products have been designed to reduce dependencies on single-source suppliers and to streamline production.”

The NeXtGen initiative is another step in POSITAL’S ongoing efforts to provide state-of-the-art products that meet customers’ most demanding requirements. Key milestones in this journey have included absolute optical encoders (1973), the introduction of magnetic encoders with a revolutionary Wiegand-powered rotation counter (2005), upgraded magnetic encoders with higher resolution and improved dynamic response (2013) programmable encoders (2014) and compact, cost-efficient kit encoders for electrical motors and drives (2017).

Fell concludes: " this is just the first of many exciting developments from POSITAL ... stay tuned!".

**About POSITAL**

POSITAL is a supplier of advanced industrial position sensors used in a wide variety of motion control and safety systems. The company is also an innovator in product design and manufacturing processes and a pioneer of Industry 4.0 (Industrial Internet of Things/IIoT), offering customers the benefits of built-to-order products combined with the price advantages of mass-production. POSITAL is a member of the international FRABA group, whose history began in 1918, when its predecessor, **Fr**anz **Ba**umgartner elektrische Apparate GmbH, was established in Cologne, Germany to manufacture relays. Since then, the company has played a trendsetting role in the development of rotary encoders, inclinometers and other sensor products. POSITAL’s sister company, UBITO, specializes in the development and commercial applications of Wiegand technology, an exciting tool for motion sensing and energy harvesting. POSITAL and UBITO have a global reach with offices in Europe, North America and Asia – and sales and distribution partners around the world.

**Photo** (see attachment - in JPG format):

Caption:

###### **Further Information**

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