



## January 2012 Newsletter

### Greetings

We are pleased to share with you our first newsletter of the new year. In this issue we will feature a Bias T application, some of our plans for the year, and we will also provide an update with the advances being made in the Ultrasound industry. Lastly, E&I's newsletter will no longer be sent out monthly, but rather quarterly - you can expect an issue from us in January, April, July, and October.

### Product Watch - Bias T

If you are living in the US at the moment, you have probably heard a lot about bias on TV. Apparently all the major networks are shoring up Obama, while the Republicans have only that steadfast stalwart of balanced media coverage, Rupert Murdoch, to provide us with the journalistic integrity that we have come to expect from Fox News and his other outlets. But fear not, we are not here to talk about bias on TV, but rather "Bias T's."

A "Bias T" is a simple device that allows us to put a DC component onto an RF signal. Some applications require this. When driving a piezoelectrical crystal, it is sometimes preferable to have a constant DC component in addition to the RF signal. A DC bias can increase the piezoelectric effect in some crystals. [Read the entire article here.](#)

### E&I Announces Rental Program

In an effort to better address our customers' needs, E&I announces its RF Amplifier Rental Program. This program is designed to help customers meet their

### Issue 14



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### Event Calender

[UIA](#) (Ultrasonic Industry Association) - San Francisco, CA; April 16 - 18, 2012

[ISTU](#) (International Society for Therapeutic Ultrasound) - Heidelberg, Germany; June 10 - 13, 2012

[IEEE IUS](#) (International Ultrasonic Symposium) - Dresden, Germany; October 7 - 10, 2012

### E&I enters OEM Market

E&I is bringing its legendary RF expertise to its line of power modules and subsystems. E&I is renown in the industry for rugged reliable power amplifiers. This same technology is now being offered in modules, pallets, and subsystems. In addition to our standard line, we will be specializing in custom solutions. [Contact Us](#) to learn more.

equipment needs without the huge investment expense. In today's economy, budgets are getting smaller. Renting an amplifier is the solution to fulfilling your short-term requirement needs. For more details, or to obtain a rental quote, please refer to our [website](#) or contact our Sales Department.

## ABC World News features Focused Ultrasound

Focused Ultrasound has become a hot topic within the medical industry. *Time Magazine* recently named it one of 2011's Top 50 Inventions. Just this week, it made the headlines again. On January 23, ABC World News with Diane Sawyer, featured the positive impact that focused ultrasound treatment had on patients suffering from essential tremor. [Watch the video here](#) or view the [ABC World News report](#)

E&I's amplifiers cover all the frequencies required for any ultrasound application with power levels ranging from 1 watt to 1 kilowatt. You worry about the ultrasound, let us worry about the RF.

## Extended Warranty

E&I is standing behind the quality of its products by extending its standard warranty. We are pleased to announce a 3 year standard warranty on all of our products, effective February 1, 2012.



## Feedback

As always, we welcome your feedback - all questions and comments can be sent directly to [Jen Elkins](#).



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