

Non-Linear Resistors

Temperature Sensing and Circuit Protection



The DNA of tech™

▶ WHERE TO HUNT

- **Target Customers:** NVIDIA, Lenovo, HPE, DELL, Meta, AWS, Microsoft, Tesla, Rockwell Automation, Emerson Electric, GE Automation, Honeywell, Maverick Technologies, Boston Scientific, Masimo corporation, Medtronic, Abbott, Stryker
- **Door Opener Questions:**
- Where do you measure or monitor temperature today (on-board vs. off-board)?
- What happens to your system if temperature drifts or spikes?
- Are you managing inrush current during capacitor charging?
- Do you need resettable protection instead of one-time fuses?
- What matters most: accuracy, response time, voltage isolation, or lifetime reliability?
- **Automotive:** BMS, inverters, onboard/offboard chargers, power modules
- **AI / Industrial:** Datacenters, instrumentation, fab equipment, energy storage
- **Consumer / AMS / Medical:** Appliances, wearables, HVAC, non-life-sustaining implants

▶ HOW TO SELL: Sell the Solution, not the component

- “Vishay simplifies thermal and protection design with a complete, customizable portfolio that reduces risk, shortens design cycles, and strengthens supply-chain confidence.”
- NTC Thermistors – precise temperature sensing
- PTC Thermistors – inrush current limiting
- RTDs – high accuracy & stability
- PPTCs (Polymer Resettable Fuses) – over-current protection

▶ HOW TO CLOSE: Advancing the opportunity

- “We don’t just supply components — we partner with engineers to design the right thermal and protection solution the first time.”
- Pull in Support Early: Engage FAEs / regional technical support
- Enable the Customer: Provide models, simulations; tools/calculators
- Reinforce with resources: infographics, white papers, application notes; tailored follow-ups