DALE RESISTORS – Current Sense

Sales Cheat Sheet

VISHAY

The DNA of tech.®

WHERE TO HUNT

Competitors:

Isabellenhutte, KOA, Bourns, Yageo, Rohm, Panasonic, Cyntec, TT Electronics

Door Opener Questions:

- How do you measure current?
- Are you looking to measure higher current with less voltage drop to improve system efficiency?
- What does TCR (temperature coefficient of resistance) calibration add to your production cost or test time today?
- Would reducing board space or increasing power density improve your system?
- Do you need Automotive Grade reliability or AEC-Q200?
- Are engineers redesigning for higher reliability, better thermal performance, or fault tolerance?

Target Applications:

- Battery management and charging
- Power conversion and power supplies
- Server voltage regulation modules (VRMs) and AI power rails
- Industrial motor drives & VFDs
- Home appliances (washers, dryers, refrigerators)

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HOW TO SELL

"We win when customers need to measure current accurately, survive fault events, and trust long term stability. Not just meet a datasheet line item."

- Precision electron beam welded construction provides robust construction for superior performance in extended AEC-Q200 life tests
- Higher power in smaller designs, lower system cost, and consistent long term reliability
- Superior pulse handling and high fault tolerance
- Very low resistance values down to 15 µΩ enable higher efficiency
- Eliminate parallel shunt networks
- 4-terminal Kelvin options dramatically improve measurement accuracy
- Most comprehensive current sense portfolio

HOW TO CLOSE

"If current accuracy and long term reliability matter, Power Metal Strip® wins."

Lead With Performance, Data, and Tools

- Vishay reference designs: HV IBSS CANFD, ISO-SMD-CSAO, eFuse
- Engineering tools: TCR data, pulse characterization, layout recommendations, current sense search tool

Supply Confidence

- $90M+ invested in capacity expansion over the past three years
- Multi-region supply chain dependability