

# Non-Linear Resistors

Temperature Sensing and Circuit Protection

VISHAY

The DNA of tech™

## ▶ WHERE TO HUNT

**Target Customers:** NVIDIA, Microsoft, Tesla, Rivian, Borg Warner, GM, John Deere, Eaton, Sensata, Rockwell Automation, Emerson, Carrier, Rheem, Lincoln Electric, WEG, Form Energy, Honeywell, Boston Scientific, Abbott, Stryker, BAE, SpaceX, Amazon LEO

### 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?
- Would pre-assembled, connectorized sensor probes simplify your production process?
- 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, lifetime reliability...?

**Automotive:** BMS, inverters, onboard/offboard chargers, power modules, LED lighting

**AI / Industrial:** Datacenters, instrumentation, fabrication equipment, energy storage, fire detection, robotics, metering

**Consumer / AMS / Medical:** Appliances, wearables, HVAC, satellites, non-life-sustaining implants

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

**“Vishay simplifies thermal and protection designs with a complete, customizable portfolio that reduces risk, shortens design cycles, and strengthens supply-chain confidence.”**

- NTC Thermistors – precise, fast reacting temperature sensing
- RTDs – highly accurate & stable thermal compensation
- PTC Thermistors – inrush current limiting
- 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 solutions the first time.”**

- Pull in Support Early: Engage FAEs / regional technical support
- Enable the Customer: Provide models, simulations; tools/calculators, quick turn sampling
- Reinforce with resources: infographics, white papers, application notes, toolkits, videos; tailored follow-ups