

**Client:** Analog Devices  
**Project:** Technical Article  
**Objective:** Generate Leads For a New Product



Analog Devices is a leading manufacturer of analog and mixed-signal integrated circuits for data acquisition, audio, direct-conversion RF, digital signal processing, and applications at system interfaces.

This article was an attention-getter for a new power supply controller chip for PCs. Because of its placement in a European technical journal, I wrote in an unbiased, educational style. I also had to write without referencing the proprietary specifications for the latest microprocessor interface from the two major manufacturers. And it needed to be technically accurate for its engineering audience.

The PR manager loved not having to drive the project, and my on-time completion. The piece generated many European inquiries for the new controller.

**Ingredient 1** The title grabs the engineering audience's attention with their primary goal.

*Power For Processors at Minimal Cost*

**Ingredient 2** The copy introduces the problem, tells why old solutions won't work, and promises new solutions to follow.

*New processors demand more from their power supplies – fast load steps, tight load-line constraints, and fast output changes.*

*A power supply design using an existing controller would be preferable, but it also needs to meet the latest load step specifications with low ripple. Older controllers can't provide load steps directly through inductors. They need more bulk capacitors to smooth transients. Power supply size requirements are unchanged, so more capacitors won't fit. What are the alternatives?*

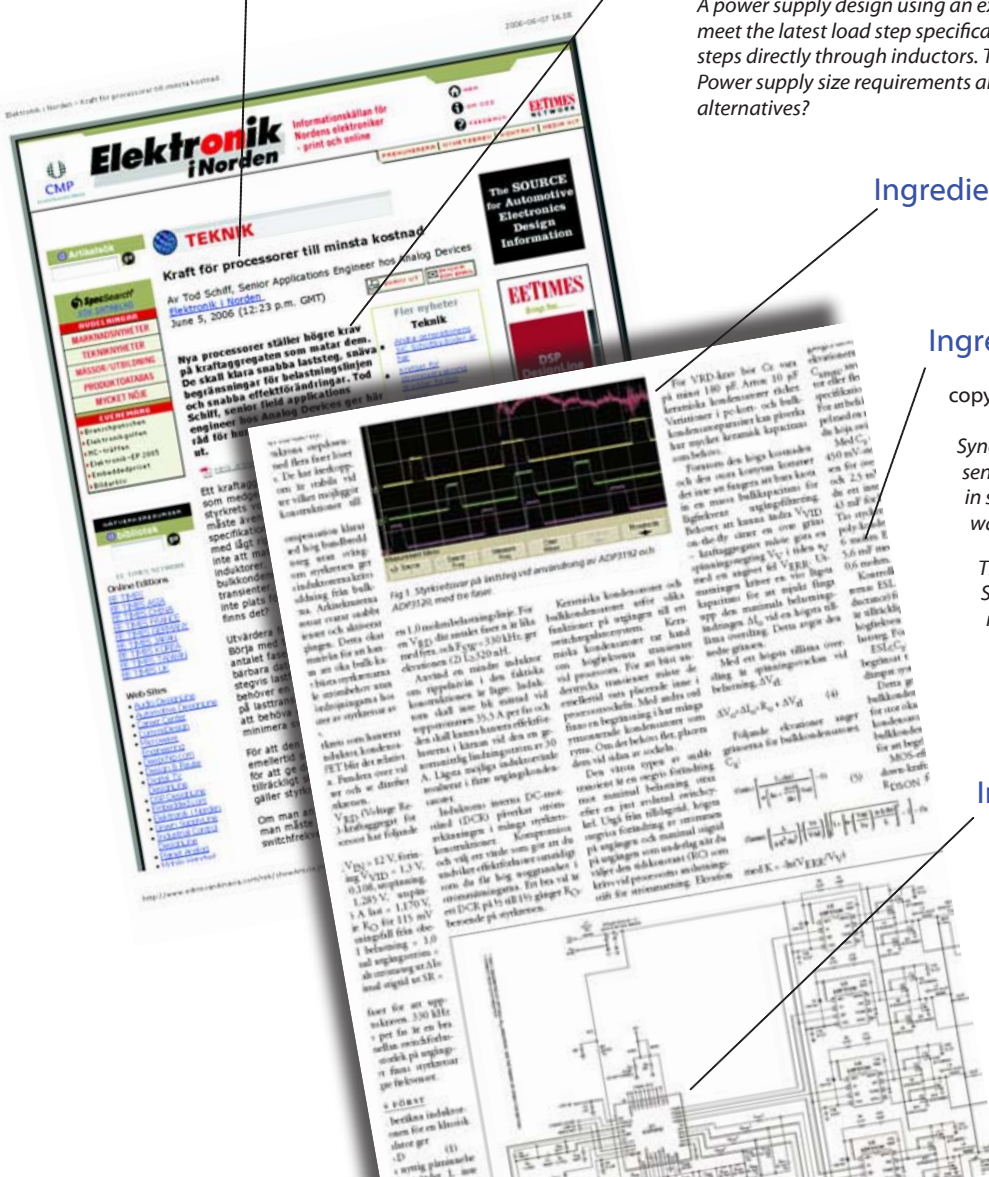
**Ingredient 3** An eye-catching oscilloscope photo shows a unique performance advantage with the client's product.

**Ingredient 4** After introducing general features and leading the audience through a design, the copy points out the superior benefits of the client's solution.

*Synchronous buck controllers like the Analog Devices ADP3192 sense on-the-fly load changes. The ADP3192 re-starts phases in sync with the load step to supply maximum current without waiting.*

*The ADP3192 uses nonlinear gain to respond to load steps. Smaller load steps at the low-gain part of the curve cause normal PWM changes to individual phases. This gives better noise immunity and low jitter, since most noise will be on the small-signal, low-gain part of the transfer curve. Controllers with a constant high gain are much more susceptible to noise.*

**Ingredient 5** The schematic gives the reader a design starting point. He gets a time-saving solution using the client's product.



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