

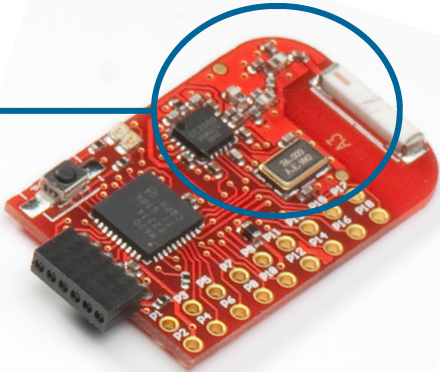


Anaren Integrated Radio

## Compared with developing an “in-house” radio, AIR modules save you plenty! (Of money, time, board space, headaches, power...)

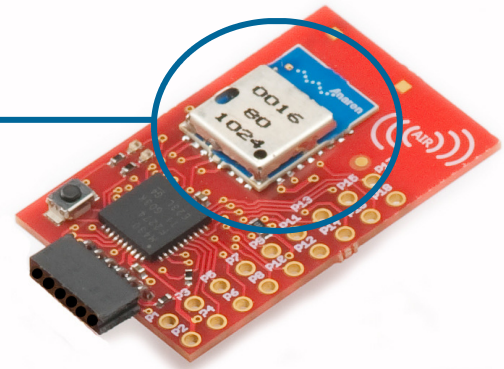
Weigh the advantages of elegant, low-power RF AIR modules against the process of developing, certifying, manufacturing, and testing your own radio...and the you'll be pleasantly surprised. Here's a brief side-by-side comparison. Yet, it's just the beginning of why AIR is the best way to get your wireless product off the ground! Learn more today at [www.anaren.com](http://www.anaren.com), by emailing [air@anaren.com](mailto:air@anaren.com), or by contacting Arrow, Avnet, or Mouser.

### DIY



- Designing your own radio? You will need an experienced RF engineer or two on staff, as well as an arsenal of costly test equipment.
- Multiple discrete components will be required to complete your radio, each with its own associated procurement costs, pricing pressures, and other related bill-of-materials issues.
- Building your own radio also means certification or compliance with applicable regulatory standards relating to “intentional radiators” — beyond the cert's you'll need to operate your electronic device.
- Different geographic markets can require that you develop different radios...and thus layouts on your circuit board.
- If you'll be using an advanced protocol like Bluetooth™, Zigbee, or WiFi — and if you'll be working with a complex software stack — these will also add complexity to your radio design (not to mention higher power consumption).

### AIR



- AIR modules can be implemented with virtually no RF experience. Just plug-and-play our SMT module for RF/wireless functionality right off the reel.
- A single, self-contained module means one (yes one!) part to source. Using a connectorized AIR module? Anaren even supplies an FCC-approved antenna to keep your BOM manageable.
- Since AIR modules are pre-approved to FCC, IC, and ETSI “intentional radiator” standards — you can save weeks of certification time and, on average, between \$10-25K in associated costs.
- Anaren's tiny, LGA footprints (9x12x2.5 and 9x16x2.5mm) allow you to standardize your radio footprints across your product line or global markets.
- AIR's low-power RF modules are just right for simpler wireless duties (e.g. polling of sensors, on/off control, intermittent small-data packets) where more advanced protocols may well be overkill.