Rhino 38999 Launch

Updated Aug 2013

Rhino 38999 Product Launch and Sales Strategy

Objective: To launch to market a differentiated new series of high power connector for military and harsh industrial applications.

Strategy:
Design, develop and manufacture a single pole high power connector utilising Radsok contact technology and 38999 style coupling mechanism with RoHS Black Zinc Nickel plating.

Tactics:
- Capture interface design-in on targeted key programmes at key customers
- Use catalogue distributors to support customer design & development requirements
- Use VAD distributors to support pre-production, low volume, quick turnaround requirements
- Utilise global Amphenol sales force to maximise market coverage
- Exploit PR, Social Media and web presence to promote brand at a global level

Rhino 38999 Branding and Differentiation

Branding:

- Continuing the successful and well-received “Animal” branding theme from Amphenol Ltd
- The “Rhino” animal was selected as being strong & capable, fast and having a good visual
- Rhino 38999 – refers to single pole, high power Radsok contacts in 38999 style metalwork

Differentiation:

- 500hrs Salt Spray, RoHS compliant Black Zinc Nickel Plating
- Ease of assembly
- Low profile right angle version
- Up to 1000A
- Radsok contact technology
- Mil-DTL-38999 pedigree & reputation
- Clockability (the 90° backshell angle can be clocked and set at the time of installation)
- Gender reversibility
- Resistance to High Vibration
- IP68 sealing in mated and unmated condition
- Touch proofing

Rhino 38999 Differentiation

Property	ALTD – Rhino	AAO - KVTV	AII – EV	AIO - Vortex
Threaded	✓	✓	✓	✗
Bayonet	✗	✗	✓	✓
Push-Pull	Use Bulldog	✗	✗	✗
Max Amperage	1000A	?	750A	800A
Operating Voltage	630V			2500V DC
Sealing	IP68	IP67	IP67	
Temperature	-55 to +125	-65 to +200	-40 to +90	-40 to +125
Finger Protection	✓	✗	✓	✓
Multipole	Coming soon	✓	✓	✗
Low profile 90°	✓	✗	✗	✗
Bus-Bar Contacts	✓			✓
Plating	Black Zinc Nickel	Durmalon	Nickel	
Mating Cycles	500	500	500	2000
RoHS	✓	✓	✓	✓
Pricing	££	££	£	££

Rhino 38999 Target Applications

Applications
Focus on Military Vehicles
Mine detection & clearing equipments
Electric and Hybrid Drive Vehicles
Electric Armour
Electronic transmission
Unmanned platforms
Weapons and Turret systems
Remote operating stations
APU/Generators
Intelligent power management systems
Engine marriage panels
V-tronics architecture

Rhino 38999 Datasheet, Shortform, Catalogue

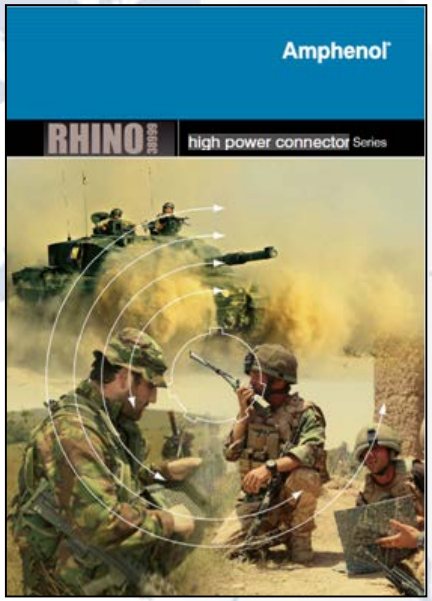
Datasheet

Product Summary & how to order

Shortform

Features & Benefits

Catalogue



Detailed product specification & drawings – coming soon

Rhino 38999 Technical

CPD drawings:
Customer Proposal Drawings available which give dimensional information and part numbering structure

De-rating charts:
To show de-rating of contacts resulting from temperature increase

Tooling:
Contact assembly tools required for right angle connectors, torque fixtures available for backshell torque

Assembly Instructions:
Available to show connector assembly and cable crimp specifications

Rhino 38999 Presentation

Powerpoint:

- Product training presentation – see seperate .ppt

Rhino 38999 Range Extension

EMI & EMP

- Filtered Rhino38999 connectors available from Amphenol
- LRU (Line Replaceable Units) available to provide surge/lightening strike protection

Aerospace

- First enquiries received from Boeing in the USA
- Aluminium/Titanium/Composite shell materials
- Contacts to suit Aluminium cable where used for weight reduction

Multi-pole

- Enquiries have been received for 2, 3 & 4 pole variants
- Interlock contacts sometimes requested
- GD/Pearson connector essentially the first multipole Rhino planform = 2 x 300A = 20 x 16AWG

High Voltage

- Potential to develop 1000V version.