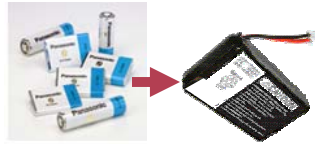


Applications**Rose Knows: Memory Backup**

When is it best to use a primary battery for your memory backup application? What are the implications of using a rechargeable chemistry? When is thionyl chloride better than manganese? Is lithium ion a good answer? Does anyone still use Ni-Cd? Rose Electronics has been providing **straight answers to engineers** and high quality batteries and assemblies to leading OEMs for over 40 years! **Call Rose Electronics, your technical resource for batteries and power products** for a free consultation!

**BUILD A BATTERY**

Need to go from cells to a custom lithium ion battery pack? See which battery configuration option is the best suited for your application! Go to the **Rose Electronics website** and check out our new **battery builder** to create your custom pack today!

Did you know?

Rose will again display at the Medical Device and Manufacturing/Electronics West Show in Anaheim January 29-31, 2008! Booth 543. **Click here** for free registration!

**Products****High Energy Density Li-Ion Prismatic from Sanyo GS**

Looking for high capacity prismatic cells? Formerly known as GS-Melcotec, Sanyo GS is a premium manufacturer of small lithium ion prismatic and lithium polymer cells. With consistent, highly automated production lines, Sanyo GS cells offer energy densities among the highest in the market. Cells are well matched so series/parallel packs are no problem. All cells are 3.7V, with capacities ranging from 600mAh to 1300mAh. For more information, contact **Rose Electronics**.

**Rose Knows Batteries - Technology Notes****Panasonic Lithium Ion Factory Fire Puts Strain on Entire Battery Market**

Panasonic's main lithium ion factory in Osaka, Japan has recently had an incident (fire) in their main lithium ion factory. The result of this incident is that much of their equipment for making lithium ion cells has been damaged and will be out of commission for at least 6-8 months. The resulting impact is that there will be *no lithium ion cells produced from Panasonic for this time period*. Panasonic will not be accepting new orders for several months. For those customers that use Panasonic lithium ion cells in their products, if not already accomplished, second sources need to be qualified ASAP so as to not interrupt the supply chain. Rose Electronics has qualified and secured stock from two excellent manufacturer alternatives—E-One/Moli Energy and Samsung—to aid in this market crisis. While Panasonic is working tirelessly to recover from this incident, we recognize the importance of maintaining a consistent supply chain of quality products for our customers. If you have any questions regarding this incident, please contact **Rose Electronics**.



Make sure you know the latest transport rules for lithium batteries. Visit **www.rosebatteries.com**

About Rose Electronics

Rose is a leading supplier of batteries and power solutions for the **GPS mobile systems, medical device, industrial field service equipment** and **enterprise storage solution** marketplaces. Rose has earned the trust, respect and loyalty of some of the most demanding OEMs. Call us at 1-800-632-4789 or visit **www.rosebatteries.com**.

Thank you for reading the Rose Batteries eNewsletter