

HIGH FREQUENCY ELECTRONICS

Editorial Director

Gary Breed

gary@highfrequencyelectronics.com

Tel: 608-845-3965

Fax: 608-845-3976

Publisher

Scott Spencer

scott@highfrequencyelectronics.com

Tel: 603-472-8261

Fax: 603-471-0716

Associate Publisher

Tim Burkhard

tim@highfrequencyelectronics.com

Tel: 707-544-9977

Fax: 707-544-9375

Assistant Editor

Katie Landmark

katie@highfrequencyelectronics.com

Tel: 608-845-3965

Fax: 608-845-3976

Production Assistance

Ken Crocker

Business Office

High Frequency Electronics

7 Colby Court, Suite 7-436

Bedford, NH 03110

Editorial and Production Office

High Frequency Electronics

403 Venture Court, Unit 7

Verona, WI 53593

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www.highfrequencyelectronics.com

Subscriptions

Send address corrections to:

PO Box 10621, Bedford, NH 03110

E-mail: circulation@highfrequencyelectronics.com

Subscribe online at:

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EDITORIAL

Looking Forward to Stronger Business in 2006

Gary Breed
Editorial Director



When I was very young, I thought the world ran on money. It is, after all, the universal medium of exchange. I was only partly right, as I learned in my first college economic class. The world actually runs on *commerce*—the movement of money, the same way that electronics operates by the movement of electrical energy.

So it was good news the first week of this month when the stock market finally reached the price level of pre-September 2001. Commerce is working and a recovery is really happening, despite the well-publicized economic pressures of our military presence in Iraq, out-of-control healthcare costs and dramatic shifts in international business.

There is even evidence of euphoria in the stock market, reminiscent of the dot-com boom of the 1990s. What else can explain why Google has a market capitalization greater than Ford and General Motors combined? And recently, my spam e-mails began to include plenty of hot stock tips on companies I've never heard of. I guess they think I'll get caught up in the wave of emotional stock speculation!

Of course, emotion is a big part of commerce. We buy things for three reasons—we need to (food, shelter, clothing), we want to (entertainment and hobbies), and we're forced to (insurance, taxes). We make our decisions based on both logic and our feelings. In the realm of logic, the products and services in the high frequency industry are spread out among all these categories, which should be a positive factor in future growth. There is good diversification among end-user products and those that are part of the development and manufacturing chain.

As you watch the marketplace this year, remember to look beyond the headline items. Sure, cell phones with cameras, games, MP3 audio and downloaded movie capability are pretty cool. So are all the wireless gadgets for computers and home audio/video entertainment. But RFID, fast networking (wired and wireless) and satellite fleet tracking are also part of our business—and barely visible to the general public. These and other high frequency technologies will make the recovery continue.

High Frequency Electronics in 2006

Based on feedback from our readers and advertisers, you will not see major changes in our magazine—at least for the next few months. What we will do is get better at the things you like, which is solid technical content, presented in an easy-to-read and attractive manner.

One small adjustment that should be quite interesting is the conversion of our “Ask the Experts” column into “Design Notes.” We will still use this space inside the back cover to address Q&A material, but it will also be a forum for all those clever ideas that all engineers learn and enjoy over the course of their careers.

I know every one of you has at least a few circuit design tricks and laboratory techniques that make

your job go a little more smoothly. (I have a growing stack of these things myself—most of them learned directly or adapted from similar ideas by other engineers!)

Sharing these ideas is a treasured part of the engineering profession. What seems like a small or trivial idea to you may be of immense value to another engineer. A little trick that saves you a few minutes can be multiplied to a hundred engineers saving those few minutes—that’s a big productivity boost.

The first contribution is by well-experienced (and mostly retired) Richard Kurzrok, who chose a historical note. He reminds us that it can be useful to convert microstrip designs to lumped elements, for use at lower frequencies, or to take advantage of miniaturized lumped components. Most of us remember

when all the attention was on the opposite path—converting lumped element designs to microstrip so they could be used at higher frequencies!

Although our primary goal for 2006 is to do what we do better, we will add capabilities to our Web site, we will provide additional support for our advertisers, and we will try to present new ideas in articles and product information.

Don’t hesitate to make your own suggestions. If there is something we should be doing to provide better service and better information, tell us! We constantly make small changes in our operation based on the feedback we get. We want each of you to consider *High Frequency Electronics* the magazine that best fits your professional needs.

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