

*Electronics Sourcing* asks director of marketing at Rochester Electronics, George Karalias, how to avoid the pitfalls of obsolete semiconductors

# SIDESTEP EOL PITFALLS



**There's a lot of talk in the industry about EOL, aftermarket, obsolete and discontinued semiconductors. Is there cause for concern?**



Manufacturers produce each semiconductor for only a limited period of time. When production is terminated, the semiconductor reaches end of life (EOL) and enters the mature phase of its existence. The average lifecycle of a semiconductor these days is about three years. Electronics manufacturers, who may require a supply for up to twenty years, have to turn to aftermarket sources and that's where the problems begin.



**What differentiates Rochester from other sources of discontinued semiconductors?**



Rochester is authorised by over 50 original manufacturers to supply a variety of finished discontinued product. Rochester is also authorised by these original manufacturers to continue manufacturing their discontinued components, using the original die and tooling, test programs and equipment. All Rochester components are factory authorised, traceable and guaranteed, having been stored in Rochester's ESD-protected and environmentally controlled warehouse.



**What if there are no more finished devices and the original die and test programs are no longer available?**



A dedicated, in-house design team provides chip replication. The resulting parts retain the authorisation and support of the original semiconductor manufacturer with the benefit of unlimited availability because Rochester can continue to fabricate them on demand.



**What have purchasers got to lose by buying grey-market components?**



The least a company can lose when they buy grey-market components is money: the most they can lose is their corporate image. People remember when inferior products make it to market, especially if they hear about lawsuits for end-user injury due to faulty systems. Semiconductors that are not backed by the original manufacturer can be counterfeited, damaged, or salvaged with no assurance that the components have been stored or handled properly. It is impossible to guarantee the reliability of a product if the quality of the parts that went into it is questionable.



**What kind of guarantee does Rochester offer?**



Rochester guarantees that all products will meet the original manufacturer's specification and design, unless specifically noted. All military-certified devices carry full certification of compliance to the applicable specification.



**What kind of certification and affiliation does Rochester have?**



Manufacturing and test lab facilities at Rochester carry qualified manufacturer listing (QML) status from US Government organisation, the Defence Supply Centre of Columbus (DSCC). Rochester is ISO9001-2000 registered and a member of the National Electronic Distributors Association (NEDA) and the Semiconductor Industry Association (SIA). Rochester partners with SIA in anti-counterfeit awareness programs.



**Which industries rely on Rochester?**



Rochester serves customers in a range of industries including: Boeing and Honeywell in the aerospace sector, Raytheon and Lockheed Martin in the military arena, GE Medical, Siemens and Phillips for medical products and Lucent, Cisco and ITT with regard to telecommunications.



**Is there an end of life for Rochester components?**



Rochester parts and services can be made available for as long as a customer needs them.

... [www.rocelec.com](http://www.rocelec.com)

