

E36150 Series DC Bench Power Supply

Automotive Option
Competitive Analysis

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E36150ATMU Automotive Upgrade Option



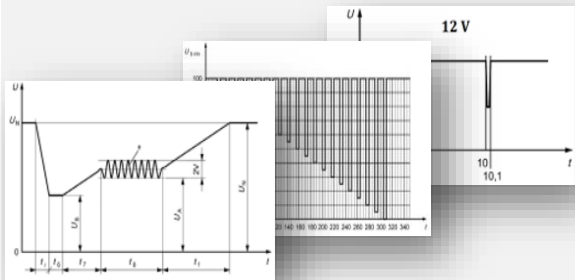
Enhanced Programming Speed

7.5X ↑

- 30ms → 4ms (1% to 99% rise)
- 30ms → 5ms (99% to 1% fall)
- ISO waveform now supported:
 - ✓ Starting Profile (ISO16750-2:2010 4_6_3)
 - ✓ Starting Profile V1 (ISO7637-2:2004 5_6_4 / DIN40839)
 - ✓ Starting Profile FW (ISO16750-2:2010 4_6_3 with fwd rectifier)
 - ✓ Reset Behavior (ISO16750-2:2010 4_6_2)
 - ✓ Momentary Drop (ISO16750-2:2010 4_6_1)
 - ✓ Motor Regen (ISO7637-2:2011 5_6_2b)
 - ✓ Load Dump (ISO16750-2:2010 4_6_4b with centralized suppression and applicable for E36155A only)



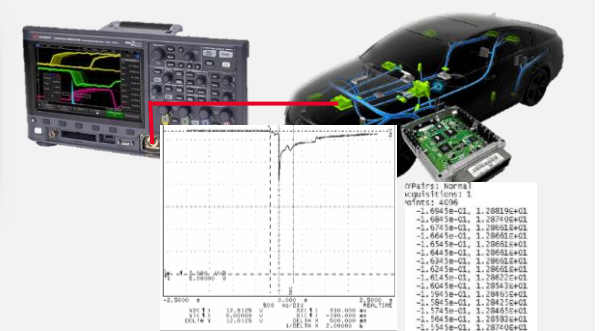
ISO Preset Library



- Built-in ISO preset library includes up to seven waveforms.
- Conveniently load complex waveforms without programming.
- Waveforms UI are segmented to provide flexibility for users to easily modify settings.
- Also included in BV9200/1B.
- Requires both E36150ADVU and E36150ATMU upgrade options



Playback Simulation



- Import and output waveforms up to 10K constant dwell setpoints.
- Capture actual transient and disturbance condition in vehicle with an oscilloscope and easily playback with the E36150 in lab for test simulation.

Competitors and Internal Positioning



Competitor Comparison



Manufacturer/Series	Chroma 62000p	BK Precision 9115/B	Kikusui PBZ	TDK Lambda Z+	Keysight E36150 (with E36150A TMU option)	
Models	62006P-30-80	9115B-AT	PBZ20-20 60-6.7	Z 36-24 60-14	E36154A	E36155A
ISO standards	Manual Programming	Built-in DIN 40839 ISO 16750	Manual Programming	Manual Programming	Built-in ISO16750 ISO7637 / DIN 40839	Built-in ISO16750 ISO7637 / DIN 40839
No. of Built-in ISO Waveforms	0	4	0	0	7	7
Program setpoints for simulation playback	NA	100 (configurable time)	1024 (configurable time)	NA	512 (configurable time) 10,240 (constant time)	512 (configurable time) 10,240 (constant time)
Programming Up, Full Load	6ms	NA	<100us	50ms (10% of total excursion)	<2 ms (10% of total excursion) <4 ms (1% of total excursion)	<2 ms (10% of total excursion) <4 ms (1% of total excursion)
Programming Up, No Load	6ms	NA	<100us	50ms (10% of total excursion)	<2 ms (10% of total excursion) <4 ms (1% of total excursion)	<2 ms (10% of total excursion) <4 ms (1% of total excursion)
Programming Down, Full Load	350ms	NA	<100us	25ms (10% of total excursion)	<7 ms (10% of total excursion) <10 ms (1% of total excursion)	<15 ms (10% of total excursion) <20 ms (1% of total excursion)
Programming Down, no Load	350ms	NA	<100us	<175ms (10% of total excursion)	<7 ms (10% of total excursion) <10 ms (1% of total excursion)	<15 ms (10% of total excursion) <20 ms (1% of total excursion)
List Price	From \$3,375	\$3,000	\$8,518	\$2,633	\$4,500	\$4,500
Voltage, Current	30V, 80A	80V , 60A	20V, 20A 60V, 6.7A	36V, 24A 60V, 14A	30V, 80A	60V, 40A
Power	600W	1200W	400W	840W 864W	800W	800W
Differentiator	Autoranging	Built-in ISO Autoranging	4-Q AC Sweep (100kHz)	NA	Built-in ISO Autoranging Optimized for R&D One box Solution	Built-in ISO Autoranging Optimized for R&D One box Solution

Go to Market Strategy – Superior Product With Unique Value Proposition



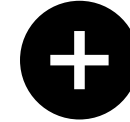
Where to purchase

- Distributor Preferred
- eCommerce



Who are the target customers

- Automotive electronics manufacturers - ECUs, DC motor, wiper system, ABS, dashboard, multimedia, fan motor, power window/seat, USB chargers, sensors, etc.
- R&D product development cycle that needs to quickly validate or optimize design on the bench with key ISO stress tests.
- Other applications requiring fast programming speed or playback simulation feature.



Why choose this solution

- Easy to use and save time – Intuitive UI and readily load ISO without programming.
- One box test solution – simple set up and integrated.
- Affordable and providing immense value for every R&D bench.
- KeysightCare and Keysight quality.
- No other equivalent alternatives.

