



The DSW on a rifle



Label showing capabilities of DSW*

Newbury Electronics is right on target with Rowan Engineering's innovative new telescopic sight accessory.

Following a two year development programme, Rowan Engineering Ltd has launched its new, innovative telescopic sight accessory, the Digital Side Wheel (DSW), to the sport shooting community. Throughout this protracted period of development Newbury Electronics has been working in close conjunction with company founders and product developers, Derek and David Rose. The DSW is a low cost accessory which helps target shooters train themselves by measuring and reporting some of the variables that effect the accuracy of a shot in the split second when the trigger is pulled.

Derek explained more about working with Newbury Electronics; "We came across Newbury Electronics on one of the online forums and when doing Internet searches. We soon recognised that they had the capability and skills that we needed to make our initial designs a reality. It was really important that we could visit the facilities and this gave us confidence in their capability to deliver our design, from procurement of components from our BOM to final assembly and delivery of the working PCB. This was especially important to us as we are primarily a 'mechanical' company. This device does not push the boundaries technically, but does contain small QFN, LGA devices along with a mix of standard SMT, through hole and flexible PCB soldered OLED components ."

The small, electronic device, which measures 48mm x 64mm x 15 mm, fits on the side of a rifle telescopic sight and can log numerous factors each time a shot is taken. These include target range, the elevation of the gun, the level and speed of any motion (wobble), and it has the capability to measure the competitor's breath levels before, during and after a shot. It can also log a GPS position and record the ambient temperature and tilt of the barrel and even help with wind drift compensation. With the ability to connect to an app and full Bluetooth capabilities the data collected by the system is a valuable asset for competitors, keen recreational shooters and instructors and has been approved for use by the British Field Association.

There are two versions of the Digital Sight Wheel; the ST which is for Field Target shooting and the HS for Hunter Sport shooters and both were launched at this year's Shooting Show held in Warwick in February.

"This is yet another fine example of great UK creativity, design, development and engineering skills coming together to create a great new product. Initially being used for gathering data about shooting there is no doubt that this patented technology could be applied across other sports with relatively simple adaptations;" said Philip King, Managing Director of Newbury Electronics. We look forward to developing our relationship with Derek and his team and helping him to maximise on the opportunities that this new accessory may provide."

Rowan Engineering Limited is based in Banbury and specialises in precision made custom parts and accessories for air rifles and other target sports.

[Newbury Electronics Ltd](#) has been trading for nearly 60 years, during which time it has kept in step with changes in both electronics and manufacturing. It now offers its customers some of the most advanced contract electronic manufacturing (CEM) solutions available in the UK. Philip King became MD in 2011, and has overseen over £2m of capital investment in the last 5 years. The company provides a full [electronic design](#), and [PCB CAD layout](#) service alongside PCB manufacture and assembly in Newbury, West Berkshire. It employs 73 staff and is dedicated to the rapid manufacturing of small and medium batch PCB assemblies. Production includes SMD, SMT, surface mount, BGA, through hole, box build, soldering,

test, & rework. Customers can select from any of the company's services and the company is happy to undertake single, bespoke projects through to the design and supply of manufactured lots exceeding 10,000 pcs on its nine automated SMD assembly lines. It has recently introduced an economical [express same day PCB manufacturing service](#) for orders placed before 9am.

As a contract electronic manufacturer, each year, the company produces in excess of over 15,000 different PCB designs for its clients, who benefit from the economies of scale built from the volume of orders processed. To learn more about the company's capabilities visit www.newburyelectronics.co.uk or watch <https://www.youtube.com/embed/l3oYzWglouU>

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*** High quality jpegs available on request**

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