



Example of recent collaboration between ICE & Newbury Electronics\*

## **Nothing cold about the working relationship between ICE and Newbury Electronics**

With the electronics components on many products becoming increasingly more complex, the need for the highest level of design and development support is paramount for many organisations, large or small. ICE (Innovative Curry Enterprises) founder, Dr Neil Curry, was looking for a partner with such support to take his ground breaking embedded systems to the next level.

"I had worked with Newbury Electronics and their innovation department in the past so when I needed a partner with specialist support for manufacturing they were the obvious choice. Being able to get reliable, high quality design and manufacture services, on time and from a UK based organisation is really important for my business;" said Dr Curry.

One of the most recent projects on which the two companies have collaborated is a Bluetooth wireless telemetry system. The wireless sensor node is designed to operate at extremely low power and offers a highly integrated solution. The whole remote system fits in a minute sensor which measures 60mm x 15mm. Newbury Electronics worked with ICE to deliver a comprehensive wireless telemetry solution.

Philip King, managing director at Newbury Electronics explained more; "We understand that company's like ICE need a speedy and reliable service for their prototyping and this what we aim to provide. Once a project is completed we are keen to continue the relationship with these organisations and hopefully take on some of the larger volume board production."

ICE designs and manufactures specialist embedded systems. The company provides high-tech, innovative, engineering solutions involving the design and manufacture of high quality, specialist embedded electronics including data loggers, motor control and telemetry systems for industrial applications (including automotive, motorsport, defence and heavy industries).

[Newbury Electronics Ltd](#) has been trading for 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 over 70 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 and videos showing the various processes can be viewed at <http://www.newburyelectronics.co.uk/newbury-videos/>

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 more than 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](http://www.newburyelectronics.co.uk) or watch <https://www.youtube.com/embed/l3oYzWglouU>

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\* High res image available on request

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