

## Universal Endbell Cable Assembly Saves Miovision Engineering Time & Effort

August, 2013



### The Customer

Miovision Technologies Inc. creates intelligent solutions to address challenges facing today's global transportation networks. Their video and web-based technologies help reduce the cost of collecting, analyzing and reporting accurate traffic data and optimizing municipal transportation networks.

### The Challenge

Miovision Technologies was attempting to design a custom cable assembly in-house. The requirements, which included a jacketed cable, were particularly challenging, and they were running into contact stability problems with their design.

### The Solution

PEI-Genesis delivered a custom cable assembly solution using their proprietary Universal Endbell Adapter, which provided long-term contact stability and required no tooling for Miovision.

### The Outcome

Miovision was able to outsource a troublesome assembly, saving their engineers production time, which is a bottom-line cost-savings, allowing them to focus on more mission-critical tasks. They have since maintained a close relationship with PEI and now rely on them for their connector and cable assembly requirements.

### The Project Details

The relationship between Miovision Technologies and PEI-Genesis began in 2010, when Miovision was having trouble designing a custom cable assembly for a handheld device that is used to measure and download traffic information. Specifically, the assembly would be used to connect the device to its download/docking station. At the time, their in-house engineers were attempting to fit a special stainless-steel tube onto the back of a MIL-DTL-5015 connector using a standard cable clamp. When attached, the tube was putting pressure on the connector insert, which was causing the contacts to move and reducing the reliability of the entire assembly.

The engineering team at Miovision reached out to PEI in search of a solution. PEI-Genesis is dedicated to a niche – connectors and the cable that connects them. This intentionally-narrow focus allows them to be the knowledge leaders in assembling these products and designing unique solutions across their portfolio. PEI's outside sales team and field applications engineers set an initial meeting with the production manager at Miovision to review their challenges. After the meeting, Miovision provided a sample of the steel tube they were using, which PEI's engineers took back to their production facility to experiment with and test.

Drawing from a \$70M component inventory, PEI was able to offer a proprietary universal endbell solution. PEI's in-house overmold capability allowed Miovision's connector to be overmolded to the steel tube in a way that both ensured contact stability and was aesthetically pleasing. Additionally, the overmolded universal endbell provided a complete solution, which meant that the team at Miovision required no new tooling or molding and no additional engineering effort. Outsourcing this assembly to the experts in cables and components allowed the Miovision team to keep their primary focus on their own product development, delivering bottom-line savings.

This solution was so well-received that the company returned to PEI for a custom coil cord assembly. From there, the relationship continued to evolve and expand. Today, Miovision relies on PEI-Genesis for their connector needs in addition to end-to-end solutions like engineered cable assemblies.

*"The cables and connectors you supply us are an essential part of our product, and you have been very helpful in providing your expertise through all phases of our evolution. You have also used your expertise to provide us cost-saving ideas and solutions. We value your partnership and look forward to many more years of working together."*

**-Brian Ward, Supply Chain Specialist,  
Miovision Technologies, Inc.**