Quality Design In Electronics Manufacturing
Consumer Versus Professional Products
Presented By Perry Goldstein
Who’s this Perry Goldstein guy?
Perry Goldstein Bio

It's All About Me!
• Director Of Sales & Marketing
• Product Development Committee
• Marshall Electronics
  • Broadcast monitors
  • Ip cameras
  • Specialty lenses
• MXL Microphones
  • Mics for all occasions
• Mogami Cable
  • The cable of the pros
I am a ...... born salesman

I Sell What You Build!!!
Started consumer electronics career in 1978
23 Years
Consumer electronics division
Marshall Electronics Pro A/V
4 Years
New Technologies I have Introduced
Quality Means More Than Building A Product To Last
It Means Building It To Work For Its Intended Use
Bakes a cake
Makes rice
Defrosts
24 different heat settings
Browns food
Crisps food
Timer cooking
A zillion other features
Consumer Electronics Lifecycle

Obsolescence is based on the following criteria

New Features
New Cosmetics
New Technologies
Marketing Lifecycle
Professional Electronics Lifecycle

Obsolescence is based on the following criteria

- New Features
- New Technologies

Long term lifecycle is desirable
MOST CONSUMER ELECTRONICS CAN LAST 25 YEARS +

1971 Panasonic Stereo System
Still in operation today
Case Study #1

USB desk microphone used for medical dictation
A Tale Of Two Mics
A Tale Of Two Mics

All metal chassis
Large electret capsule
Low noise PCB
$79.95

Plastic chassis
Low cost mic capsule
Low cost PCB
$29.95
A Tale Of Two Mics
Case Study #2

USB Web Chat Mic For Conference Rooms
Can you hear me now?
Can you hear me now?

- 3 capsule design
- Table mic
- All metal chassis
- Wide range pick up
- $99.95

- Camera and mic in same chassis
- Small single capsule mic
- Mic resides on top of TV
- $99.95

- Table top mic
- Single capsule
- Short range pick up
- Plastic chassis
- $79.95
25 FT
RADIUS
In Closing……

• Used in the intended application, many electronics will last 25+ years, consumer or professional
• Desired outcome must be identified before design
  • Marketing must be consulted during design phase
• Desired outcome must be identified before purchase, especially in commercial/industrial environments
Questions…
Contact me;

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