



# GORE® Portable Electronic Vents

CASE STUDY

## Gore Expertise Provides Yield Loss Reduction

### CHALLENGE:

Three weeks prior to a client's launch of their flagship waterproof phone, they saw that the acoustic consistency of the device was significantly damaging the production yield.

The vents that were currently in use were delivering a significant yield loss due to acoustic failures; this was an unacceptable standard that would damage the client's reputation and revenue.

The client's acoustic engineer called Gore to provide acoustic consistency data, which was used to conduct tests in the Gore laboratory. The tests were concluded within 24 hours, and the resultant data was used to help the client decide on the best possible solution to the problem.

To avoid potentially catastrophic yield problems, Gore is on-hand to provide an extensive analysis of product and performance variability in the earlier stages of the manufacturing process.

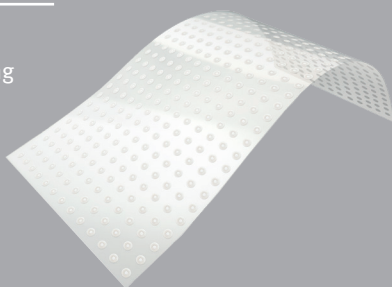


### SOLUTION:

Product model GAW333

The GORE® Acoustic Vent GAW333 was the best offering to alleviate the problems that the client faced.

The Gore product provided much less acoustic variation in the customer's device and improved the yield loss significantly to a negligible percentage. Such a robust performance provided the device with reliable acoustic capability.



#### FAST TECHNICAL AND LAB TEST SUPPORT

Gore's technical insight and holistic lab test support provided the client with a quick and effective solution to their problem. The knowledge, skill and expertise that the Gore engineering team possesses was instrumental in providing a fast and trustworthy service.



#### EXTREMELY FLEXIBLE SUPPLY CHAIN

Gore was able to fulfill the client's emergency production demands for over one million parts within one and a half months. Gore was able to sustain the product supply to support the client's mass production needs.



#### ACOUSTIC KNOWLEDGE

A Robust acoustic performance over other vent suppliers was achieved through Gore's industry leading knowledge.

### RESULTS:



#### Improved:

Yield from 85% to nearly 100%



#### Rapid Turnaround:

Despite an emergency timescale, the product was launched with minimal delay thanks to Gore's robust and agile supply chain



#### Prevented:

Significant rework cost was avoided





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## Why GORE® Portable Electronic Vents?

Leading OEMs select Gore because our products and services enable them to develop differentiated and innovative products with low development and supply chain risk in a fast-paced, highly competitive market.

### Product and Application Leadership

Grounded in a deep understanding of material science and acoustics, Gore provides the optimum venting solution. We balance the trade-offs between diverse problems such as adverse operation environments, immersion events and acoustic performance.

### Global and Localized Sales and Technical Support

With outstanding worldwide technical and service support, our local sales and technical teams collaborate with OEMs and their contract manufacturers to ensure there are no surprises before or after product launches.

### Reliable Performance

Our testing labs are dedicated to researching and developing acoustic and water resistant technologies. This significant investment into exploring the science of reliability ensures that our products are consistently dependable and work as expected every time.

### Trustworthy Partner

Our global supply chain is robust and agile enough to provide short lead times, consistent quality and sufficient capacity for the largest programs and fastest ramps.

## Contact Us

For additional assistance, please contact a Gore representative.

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