

Cole Hersee Co. and Thomas G. Faria Corporation Break New Ground with the Innovative Electronic Databus System

Cole Hersee Company, a leading manufacturer of heavy-duty electrical and electronic products for the vehicle industry, and Thomas G. Faria Corporation (Faria), a major producer of a wide variety of instruments for the marine industry, have partnered to create the new Electronic Databus System. The system combines Cole Hersee's Digital Signal Rocker (DSRocker) Switches and Faria's Helmsman Digital Serial Bus to create the first electronic databus system for marine applications. This 'ground-breaking' technology results in a huge reduction in wiring harness size and complexity, making it feasible for the first time to design switch panels for multiple convenient locations aboard the boat.

Cole Hersee's DSRocker is the first rocker switch designed to meet current electronic circuitry specifications. While it looks like a standard rocker switch to operators, the DSRocker links with the Gateway Box of Faria's Helmsman Digital Serial Bus to operate heavy electrical equipment like blowers, winches, pumps, or lighting. The rugged, weatherproof switch tests to over one million on-off cycles and is configurable in a wide variety of switching options: SPST, DPST, SPDT, DPDT, momentary/continuous, with pilot lights or illuminated symbols/text. The DSRocker complies with existing and proposed microprocessor-based marine electrical/electronic systems such as NMEA 2000 and CAN-compatible systems.

Faria's Helmsman requires only a single wire connection from its central Gateway Box to the instrument panel, minimizing size, weight, and complexity of the electrical harness. The unit comes with "smart" stepper motor instruments for increased reliability and accuracy. Connected by a daisy chain harness the instruments have quick-connect, watertight connectors. The Helmsman constantly monitors engine and vehicle functions, providing easy-to-read analog and digital displays of temperature, hourmeter, and voltmeter gauges. Displays are available in multiple languages. The serial bus system operates with analog, digital, and mechanical interfaces.

About Cole Hersee

Since its founding in 1924, Cole Hersee has been a pioneer and leader for the development of heavy-duty electrical products for the vehicle industry and has earned a reputation for quality and value. Cole Hersee collaborated on many basic industry standards and today is a preferred supplier of over 2,000 dependable vehicle products and accessories. Cole Hersee products are available as standard or custom designed products to meet customer needs. Cole Hersee is ISO 9001-certified.

For more information about Cole Hersee Company and its products, contact Cole Hersee Company, 20 Old Colony Avenue, Boston, MA, 02127-2467; 617-268-2100, ext. 416 or fax 617-314-4100. Information is also available on the company's website at www.colehersee.com.

About Thomas G. Faria Corporation

Faria instruments have been used by a multitude of OEM Customers around the world for over forty years and for every imaginable application. Faria has the largest selection of marine gauges, with over fifteen styles, and a complete range of instruments in every style. Faria Instruments are offered in standard American or International metric dial faces, fully compatible with European sending units.

For more information about Thomas G. Faria Corporation and its products, contact Faria Marine Instruments, 385 Norwich - New London Turnpike, Uncasville, CT, 06382-0983; 860-848-9271; fax 860-848-2704. Information is also available on the company's website at www.faria-instruments.com.

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