



## SCHWEITZER ENGINEERING LABORATORIES, INC.

2350 NE Hopkins Court • Pullman, WA 99163-5603 USA

Phone: +1.509.332.1890 • Fax: +1.509.332.7990

www.selinc.com • info@selinc.com

### FOR IMMEDIATE RELEASE

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For more information, contact:

Kate Wilhite, Senior Marketing Communications Specialist

Schweitzer Engineering Laboratories, Inc. (SEL)

Phone: +1.509.336.7946

Fax: +1.509.334.8795

Email: [kate\\_wilhite@selinc.com](mailto:kate_wilhite@selinc.com)

### **SEL Cuts Prices on Serial Fiber-Optic Transceivers**

PULLMAN, WA — April 12, 2012 — Effective immediately, Schweitzer Engineering Laboratories, Inc. (SEL) has reduced the price of seven serial fiber-optic transceivers. Investments in manufacturing, engineering, and vertical integration, together with increasing sales volumes, have accelerated product deliveries and reduced production costs.

Each SEL fiber-optic transceiver receives and transmits signals from a standard EIA-232 communications port and exchanges data with a matching transceiver or compatible fiber-optic port via two optical fibers. The products and prices are summarized below.

Transceiver Model	Transceiver Description	Old Price	New Price
SEL-2831	Full duplex data (single-mode fiber)	\$675	\$375
SEL-2830	Full duplex data (single-mode fiber)	\$490	\$300
SEL-2829	Full duplex data (single-mode fiber)	\$460	\$351
SEL-2815	Full duplex data	\$362	\$183
SEL-2814	Full duplex data plus and control lines	\$250	\$129
SEL-2812	Full duplex data plus simplex IRIG-B time signal	\$250	\$129
SEL-2810	Full duplex data plus simplex IRIG-B time signal	\$132	\$120

“These reductions will help users identify new applications where price used to be a limiting factor,” said Eddie Schweitzer, SEL’s industrial business development manager. “They can now select a more robust device with a ten-year warranty for the same price as a commercial-grade converter. We expect to see significant use in telecommunication, mining, petrochemical, and commercial applications that demand high reliability and excellent value.”

For more information on pricing, features, benefits, and applications, visit [www.selinc.com/p146](http://www.selinc.com/p146).

SEL serves the power industry worldwide through the design, manufacture, supply, and support of products and services for power system protection, monitoring, control, automation, and metering. SEL offers unmatched local technical support, a worldwide, ten-year product warranty, and a commitment to making electric power safer, more reliable, and more economical.

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***Making Electric Power Safer, More Reliable, and More Economical®***