



COLUMN

Cover product:

“San Ace” Cooling Fans 1970

In 1970, SANYO DENKI launched “Mini Ace” and “NEW San Ace”. These became one of our flagship products at that time with a newly established mass production system capable of producing 20,000 units a month,

In the following year 1971, the San Ace (launched in 1965) met UL standards and this led us to put more emphasis on exporting to the U.S. and Europe markets.

The mid-1980s were a time of transition from AC (alternating current) fans to DC (direct current) fans, and we developed a brushless DC fan in 1982.

DC fans had advantages of offering stable rotational speeds independent of the power frequency and only consuming half the power compared with AC fans. Moreover, DC fans became brushless with the electronic circuits built into the motor, and this diversified its applications to communications, office, medical, and measuring equipment, aside from computers and peripherals. These led to a dramatic increase in DC fan demand.