

The Business of Acoustics

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Acoustics Today will consider contributions from organizations about acoustic-related announcements that would be of interest to its readers for “The Business of Acoustics” There is no charge for this service. Submissions of about 250 words that may be edited in MSWord or plain text files should be e-mailed to AcousticsToday@aip.org.

PCB PIEZOTRONICS ANNOUNCES FORMATION OF NEW WORLDWIDE AEROSPACE & DEFENSE DIVISION

PCB Piezotronics (PCB®) has announced the formation of the PCB® Aerospace & Defense division, a dedicated, targeted, market-focused, global technical sales & marketing product and program management group based within PCB® worldwide headquarters.

PCB® Aerospace and Defense is specializing in products and programs developed exclusively for the global aerospace, civil and military aviation, defense, homeland security, nuclear, and test and measurement markets. Products include space-rated high temperature and high-g shock accelerometers; space-qualified hardware; sensors and instrumentation for Health and Usage Monitoring Systems (HUMS) for unmanned Air Vehicles, helicopters, fixed wing aircraft and ground vehicles; system electronics; combustion-monitoring pressure sensors; high temperature engine vibration monitoring sensors; launch and separation shock sensors; active noise cancellation products; and aircraft hydraulic pressure sensors, among others. Typical applications include vibration and fatigue testing; qualification testing; aircraft and engine ground, flut-

ter and flight testing; blast pressure and hydraulic system pressure measurements; structural dynamics; engine vibration monitoring; launch and separation shock studies; pressure, wind tunnels and aerodynamic studies; aircraft and ground vehicle prognostics; and noise cancellation applications.

Overseeing the new division as Senior Director of PCB® Aerospace & Defense is Mr. Ronald J. Livecchi, a 30-year aerospace industry veteran. In his new role, Mr. Livecchi is responsible for worldwide strategic target market development, including program management; technical sales; marketing; applications engineering; and customer service, for sensors and related instrumentation, including vibration, acceleration, acoustics, pressure, load, dynamic force, strain and torque measurement types. The group will also include targeted applications engineering and customer service assistance, with a global direct sales force, geographically situated according to customer needs.

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