# RP Photonics Buyer‘s Guide

and the

# RP Photonics Encyclopedia

**The photonics industry’s leading source of technical, product and supplier information.**

# Table of Contents

# The RP Photonics Website

## www.rp-photonics.com

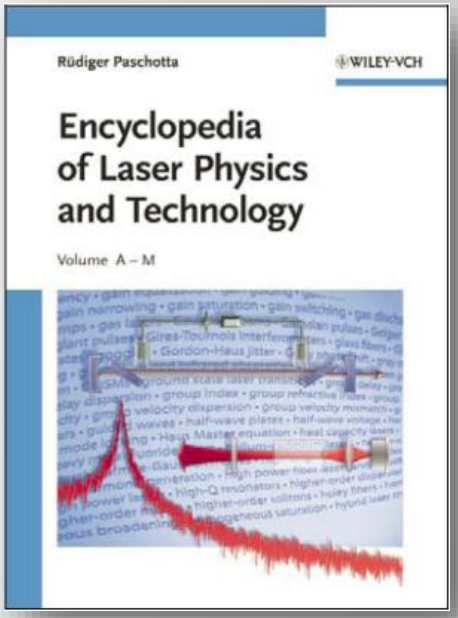
contains

- the famous **RP Photonics Encyclopedia**,
  a huge high-quality information source
  with over 930 high-quality articles
- the **RP Photonics Buyer's Guide**,
  listing many photonics products and suppliers

and therefore

- has a **very high reputation** in the field and
- is the **most popular website on laser technology!**

This means that **photonics suppliers *must* be there** to promote their products!




In 2008, the encyclopedia also appeared as a book.

# Two Powerful Resources, Uniquely Combined:

| RP Photonics Encyclopedia | | RP Photonics Buyer's Guide |
|---|---|---|
| Article on fiber amplifiers | ↔ | Suppliers for fiber amplifiers |
| Article on lasers | ↔ | Suppliers for lasers |
| Article on OCT | ↔ | Suppliers for OCT equipment |
| Article on spectrometers | ↔ | Suppliers for spectrometers |
| (more than 930 articles) | ↔ | (for more than 650 products) |

→ Direct correspondence between articles and supplier listings for many hundreds of photonics topics and products!

And your product descriptions can appear in both parts!

# RP Photonics Encyclopedia ... combined with a great Buyer's Guide!



Home | Spotlight | Quiz | Buyer's Guide
Search | Categories | Glossary | Advertising

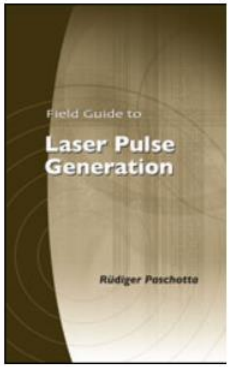
A B C D E F G H I J K L M
N O P Q R S T U V W X Y Z

Article keyword
Note: this box searches only for keywords in the titles. For full-text searches, use our search page.

## Field Guide on Laser Pulse Generation

Learn a lot on pulse generation with lasers:

- basic on optical pulses
- Q switching
- cavity dumping
- gain switching
- mode locking
- amplification of ultrashort pulses
- pulse characterization




Enjoy a compact booklet, authored by a top expert on laser pulses.

# Ultrafast Lasers

Definition: lasers emitting ultrashort pulses
Alternative terms: femtosecond lasers, picosecond laser
German: Ultrakurzpulslaser
Categories: lasers, light pulses
How to cite the article; suggest additional literature
Author: Dr. Rüdiger Paschotta

The term *ultrafast lasers* is used for different kinds of lasers and laser systems:

- There[illegible]rs emitting ultrashort pulse[illegible]ns of femtoseconds or picos[illegible] ps, often even well below [illegible] always mode-locked lasers, although e.g. gain switching can also provide

comprehensive encyclopedia article

## Suppliers for ultrafast lasers

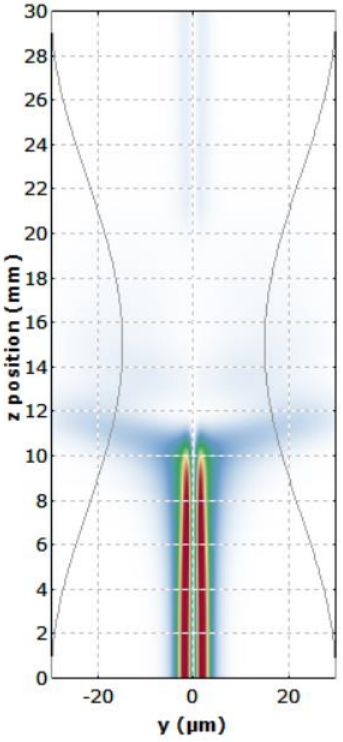
The RP Photonics Buyer's Guide contains **92 suppliers for ultrafast lasers**.

Among them:

NKT Photonics

Lase[illegible] Quantu[illegible]

with one click, get to the corresponding buyer's guide page




Intensity evolution of the $LP_{11}$ [illegible]er. In the ta- the light is [illegible]ding [illegible]n made with [illegible]oftware.

# Web Traffic

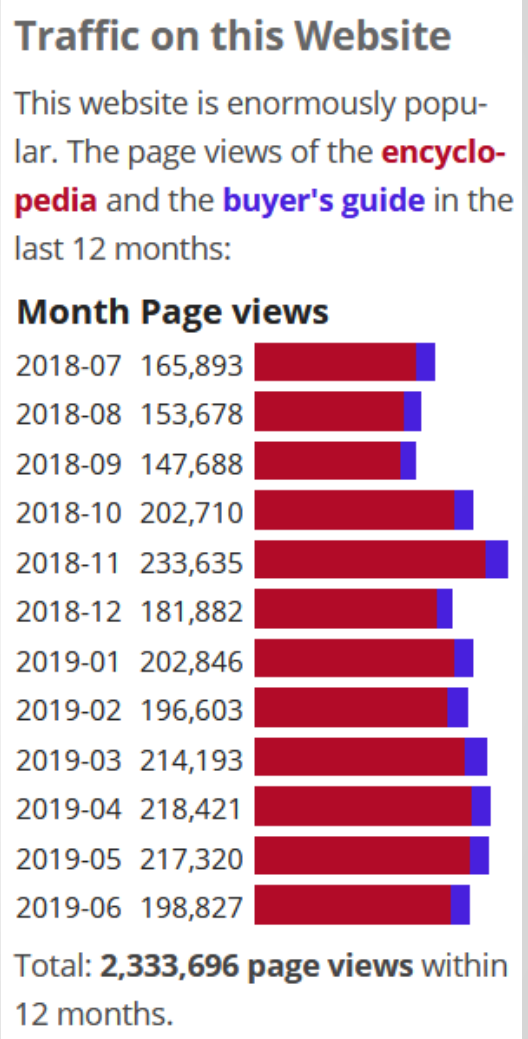
The RP Photonics website is the probably **most popular website for laser technology**:

- **around 200,000 page views**
  on the encyclopedia and buyer's guide pages
- **many thousands of referrals to supplier websites** per month

We regularly publish traffic data:

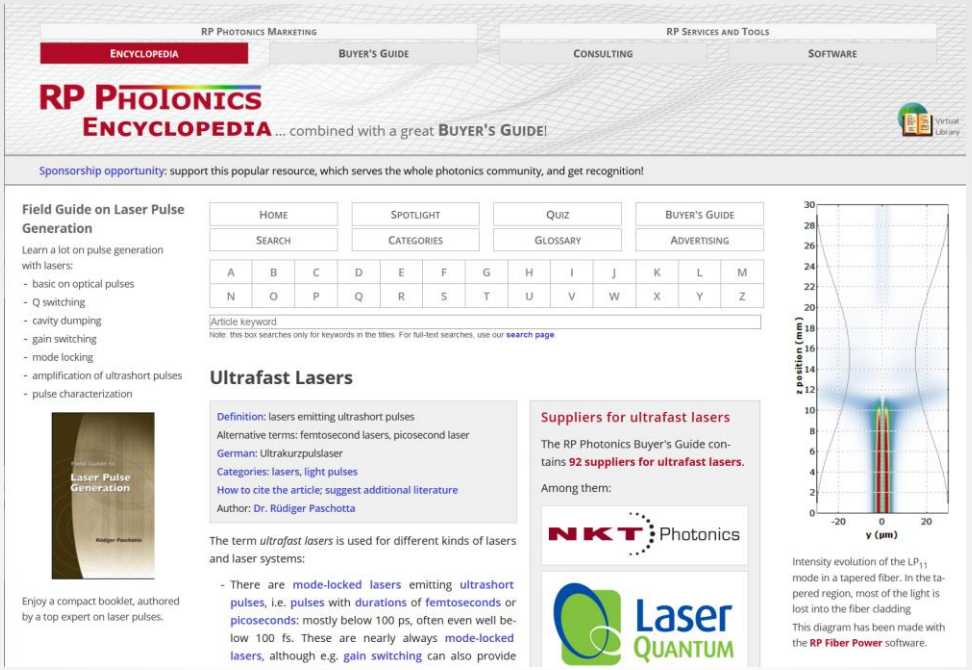
www.rp-photonics.com/bg_statistics.html

Note: We publish data in more detail than others, and we filter the data quite strictly to eliminate artifacts, e.g. from various robot activities.



# Why is That Website So Popular?

**Returning Visitors**
using high-quality encyclopedia articles in their daily work




The crucial asset of the **RP Photonics** website:
a huge amount of **high-quality content**, open for free use by anyone and serving the laser community worldwide.

**Wikipedia**



thousands of websites linking to RP Photonics

Google

and other search engines

Search engines see the content and the links
→ **excellent ranking!**

# Superior Value for Users

is the key for the high popularity of our website:

- detailed **high quality technical content**
  (who else has got such a photonics encyclopedia?)
- **high quality supplier data**
  (e.g., we allow product listings only when these products appear on the supplier's own website)
  → don't frustrate users with inaccurate data
- **clear page layout**, not cluttered with ads
- **high-performance web server**, delivering the pages fast
- respecting the users' **privacy** (https://www.rp-photonics.com/privacy.html)
  (no user tracking, no cookies, encrypted transmission, …)

We are used to work hard …

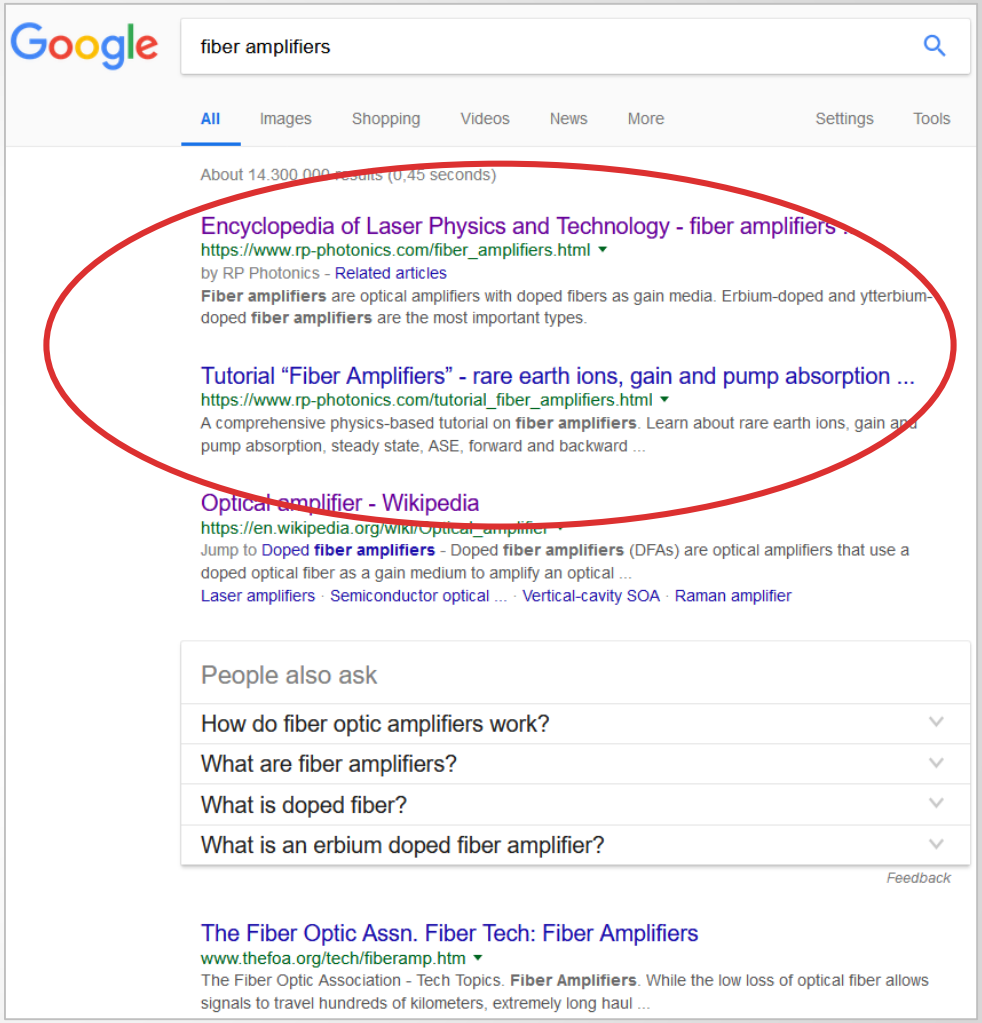
# Search Engine Ranking

Our **search engine ranking** is extraordinary because Google and other search engines find the **comprehensive content and the many inbound links**.

Try yourself searching for

- technical details: femtosecond laser, fiber amplifiers, …
- scientific keywords: laser noise, laser pulse amplification, …
- suppliers: buy fiber laser, suppliers for nonlinear crystals, …

and you will see that RP Photonics ranks much higher than any other website.

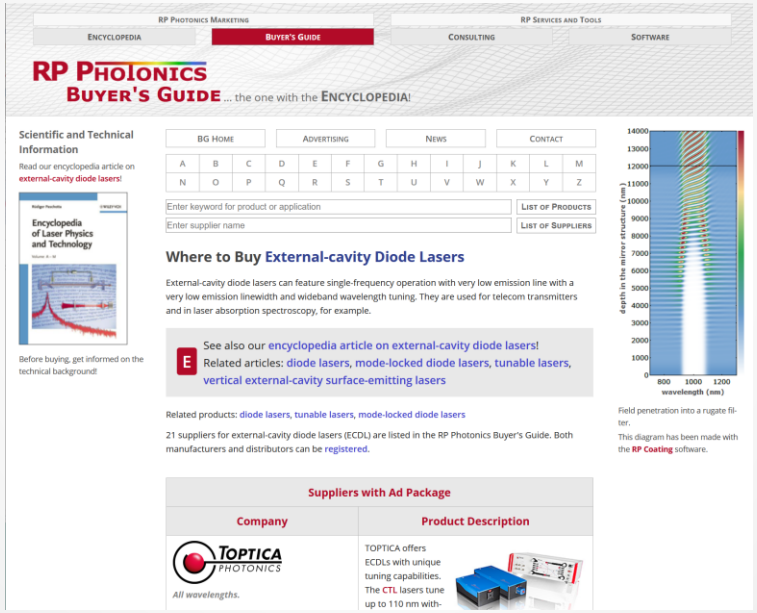


# How Do People Find Photonics Suppliers?

directly go for the **best buyer's guide**

**search for products** with **Google** or other search engines

**search for technical information** with **Google** or other search engines




Users get reliable technical information, overview on suppliers, etc.

Don't consider traffic numbers only – **branding is also important!**

Referral traffic can be maximized with our **ad package**!

**supplier websites**

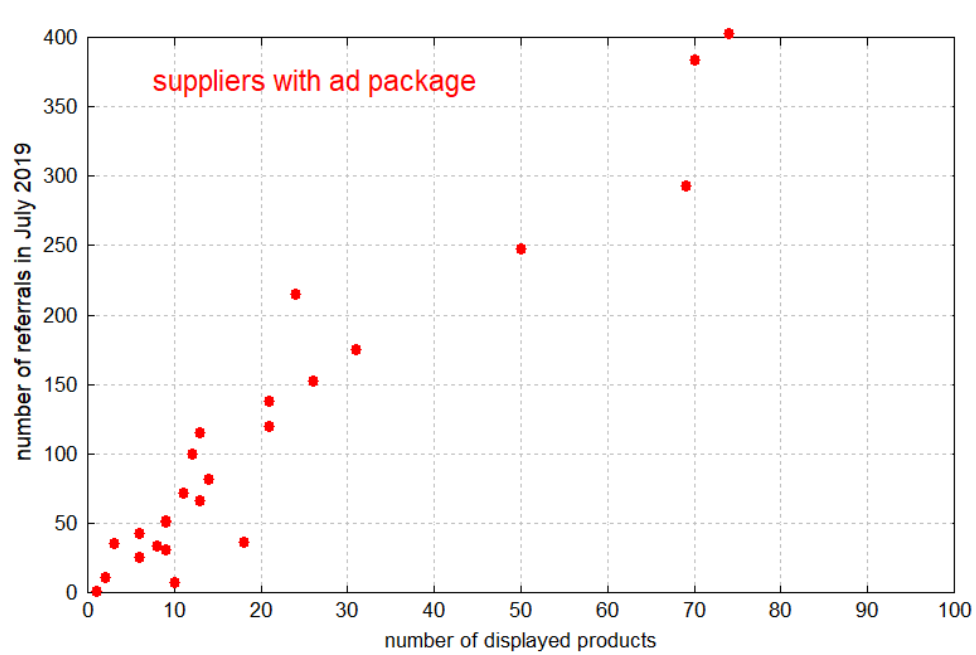
# Advertising with RP Photonics

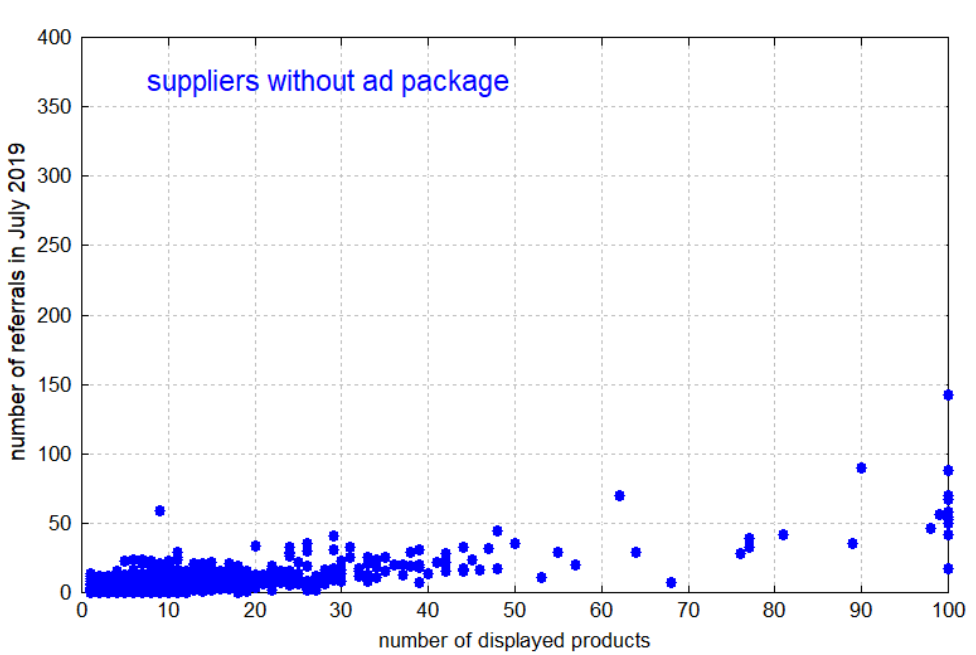
Your options:

- free: basic company profile and basic product entries for up to 100 products
- **ad package**: one price for a bunch of essential improvements:
  - **much improved product entries (with product descriptions and images – appearing even in encyclopedia articles!)**
    → the simple way to **generate far more leads!**
  - **much improved company profile**
  - included: one **promotion** for **white paper** or **video,** placed in an encyclopedia article → **perfectly targeted!**
  - also included: **skyscraper banner ad** displayed on buyer's guide pages (get a certain display probability for each buyer's guide page)

# The Ad Package Works

Before you learn *how* we achieve that, look at the success: suppliers with the ad package get much more referral traffic to their websites:




You can get thousands of additional referrals per year, which leads to a very moderate cost per lead.

# Enhanced Company Profile

With any **ad package** you get an enhanced company profile:

- products with description and image
- social media links
- quality certificates
- company description
- trade show participation
- distributor information

Also, it is far more visible in the alphabetical list of all suppliers.

## RPMC Lasers, Inc.

RPMC Lasers, Inc.
8495 Veterans Memorial Pkwy
O'Fallon MO 63366
United States

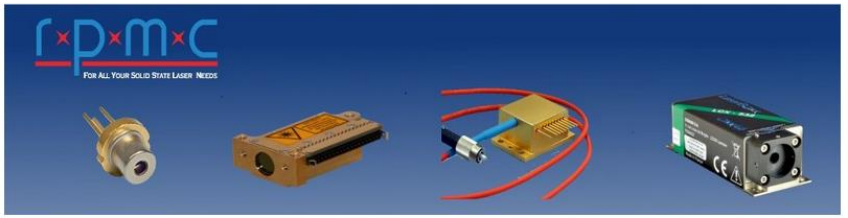
Tel.: +1 636 272 7227
E-mail: info@rpmclasers.com
Website: www.rpmclasers.com
Social media: Facebook, LinkedIn, Twitter, YouTube

Go to the website of RPMC Lasers

Edit profile data

### Company Description

RPMC Lasers Inc (incorporated in 1996) is the leading laser distributor in North America. We offer diode lasers, DPSS laser and laser diode modules, solid-state lasers and amplifiers, and fiber lasers and amplifiers We also offer custom solid-state lasers and laser diode subsystems. We have over 1500 different laser diodes and solid-state lasers from technology leading manufacturers in the US, Europe, and Asia. Our goal is to provide high-quality technical advice with an in-depth knowledge of the products we offer at an attractive value proposition, the best laser at a fair price.




### Products

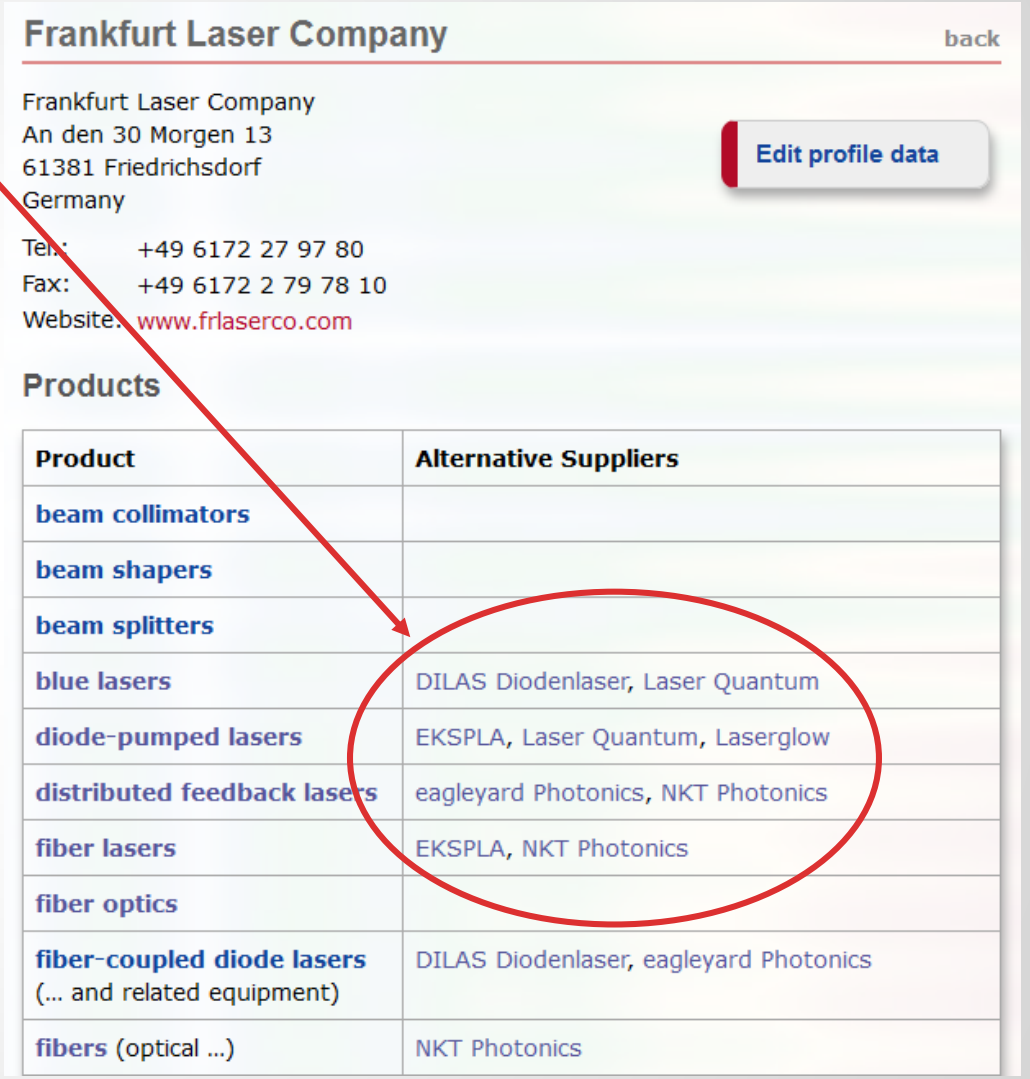
| Product | Enc | Description |
|---|---|---|
| advice on product selection | | At RPMC, providing you with the top-quality solid-state lasers is only part of our commitment to our customers. We also strive to provide our customers with the resources necessary to choose which laser technology is best suited for your application. In addition to our expert staff who are more than happy to provide you with the service and support you need, we also like to share our knowledge of various laser technologies and applications in our knowledge center. |
| blue lasers | E | RPMC Lasers offers a wide range of blue diode and DPSS lasers between 420 nm and 499 nm. These offerings include pulsed and CW lasers and modules with packaging at all levels of integration from TO can through turnkey sys- |

# Alternative Suppliers

In the company profile of a supplier having only basic entries, *alternative suppliers* can appear.

If you have any **ad package**:

- No alternative suppliers will appear in your company profile. The right column is then reserved for product descriptions (associated with enhanced product entries, see later).
- Your company (with links to your company profile) can appear in profiles of others.



**Frankfurt Laser Company** back

Frankfurt Laser Company
An den 30 Morgen 13
61381 Friedrichsdorf
Germany

Edit profile data

Tel.: +49 6172 27 97 80
Fax: +49 6172 2 79 78 10
Website: www.frlaserco.com

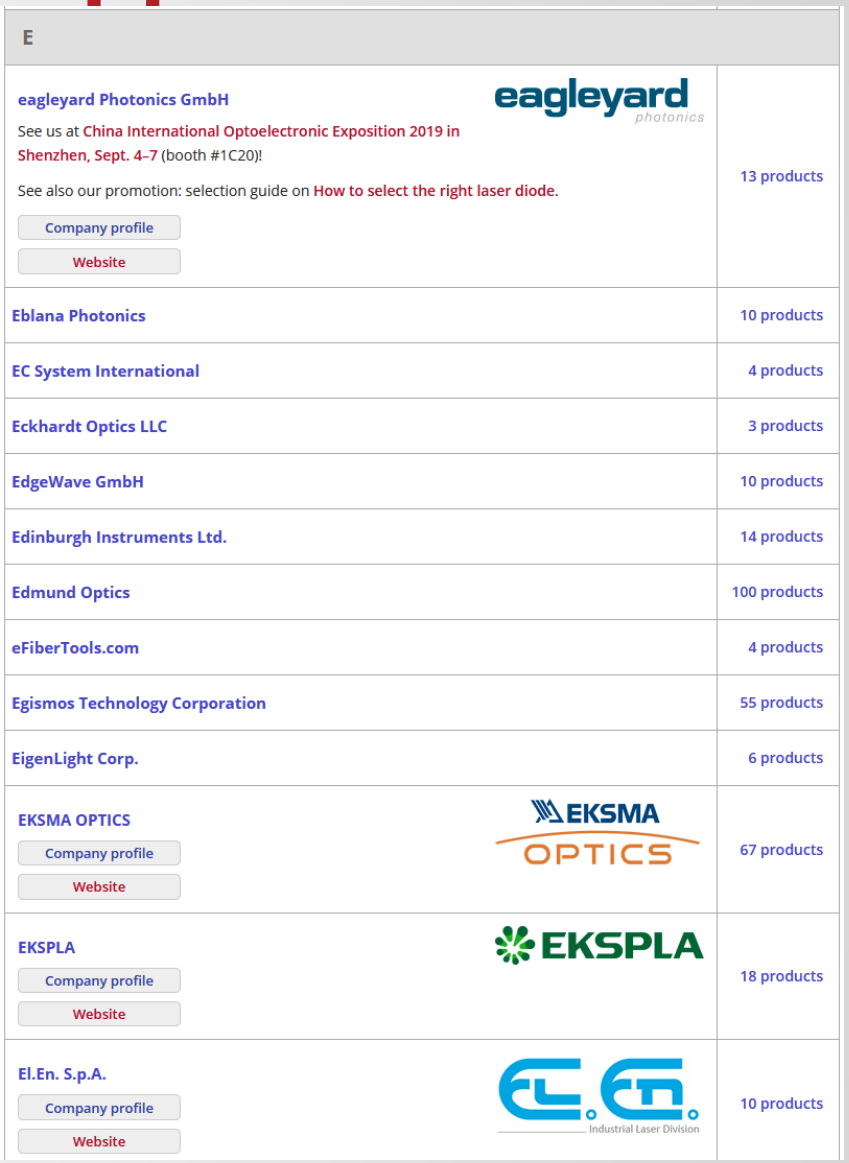
**Products**

| Product | Alternative Suppliers |
|---|---|
| beam collimators | |
| beam shapers | |
| beam splitters | |
| blue lasers | DILAS Diodenlaser, Laser Quantum |
| diode-pumped lasers | EKSPLA, Laser Quantum, Laserglow |
| distributed feedback lasers | eagleyard Photonics, NKT Photonics |
| fiber lasers | EKSPLA, NKT Photonics |
| fiber optics | |
| fiber-coupled diode lasers (... and related equipment) | DILAS Diodenlaser, eagleyard Photonics |
| fibers (optical ...) | NKT Photonics |

# Alphabetical List of All Suppliers

www.rp-photonics.com/bg_suppliers.html

Companies having an ad package are shown with logo, trade fair info etc.



E

| | |
|---|---|
| eagleyard Photonics GmbH<br>See us at China International Optoelectronic Exposition 2019 in Shenzhen, Sept. 4–7 (booth #1C20)!<br>See also our promotion: selection guide on How to select the right laser diode.<br>Company profile<br>Website | 13 products |
| Eblana Photonics | 10 products |
| EC System International | 4 products |
| Eckhardt Optics LLC | 3 products |
| EdgeWave GmbH | 10 products |
| Edinburgh Instruments Ltd. | 14 products |
| Edmund Optics | 100 products |
| eFiberTools.com | 4 products |
| Egismos Technology Corporation | 55 products |
| EigenLight Corp. | 6 products |
| EKSMA OPTICS<br>Company profile<br>Website | 67 products |
| EKSPLA<br>Company profile<br>Website | 18 products |
| El.En. S.p.A.<br>Company profile<br>Website | 10 products |

Customers with ad package can have their participation in upcoming **trade shows** displayed – here, in their company profile and in all of their enhanced product entries!

For major trade shows, we even enter that information ourselves.

# Suppliers for a Product

For every product (there are >600), there is a list of suppliers – see the example for **laser diodes**.

- Presents a link to an encyclopedia article and a useful checklist (as far as available).
- First, list of suppliers with **ad package**.
- Then, **alphabetical list of all suppliers** offering that product.
- **Ad package boosts visibility of all products:**
  - product description, product image, logo, trade show participation
  - additional display on related **encyclopedia article page**, if available!

**Where to Buy Laser Diodes**

Laser diodes are the most common laser sources and are available with a very wide range of emission wavelengths, optical power, beam quality and linewidth.

See also our encyclopedia article on laser diodes!
Related article: diode lasers

Related products: laser diode drivers, semiconductor lasers, semiconductor fabrication equipment

See also the selection guide on How to select the right laser diode from eagleyard Photonics!

**Check List for Laser Diodes**
Click here to see a check list before buying such products!

126 suppliers for laser diodes are listed in the RP Photonics Buyer's Guide. Both manufacturers and distributors can be registered.

**Suppliers with Ad Package**

| Company | Product Description |
|---|---|
| RPMC Lasers, Inc.<br>8495 Veterans Memorial Pkwy<br>O'Fallon MO 63366<br>United States<br>www.rpmclasers.com<br>Social: Facebook, LinkedIn, Twitter, YouTube<br>E-mail: info@rpmclasers.com<br>Tel.: +1 636 272 7227<br>Company profile<br>Website | RPMC Lasers offers one of the widest wavelength selections of laser diodes available ranging from the UV through the IR. Our offerings include single mode and multimode single emitters, multi-emitter fiber coupled modules, laser diode bars, laser diode stacks, and VCSELS.<br>Product-specific web page |
| TOPTICA PHOTONICS<br>*All wavelengths.*<br>TOPTICA Photonics AG<br>Lochhamer Schlag 19<br>82166 Gräfelfing<br>Germany | TOPTICA offers a large variety of wavelength-selected single-mode laser diodes. Among more standard laser diodes you will also find "rarities", i.e. diodes with output wavelengths that only TOPTICA pro- |

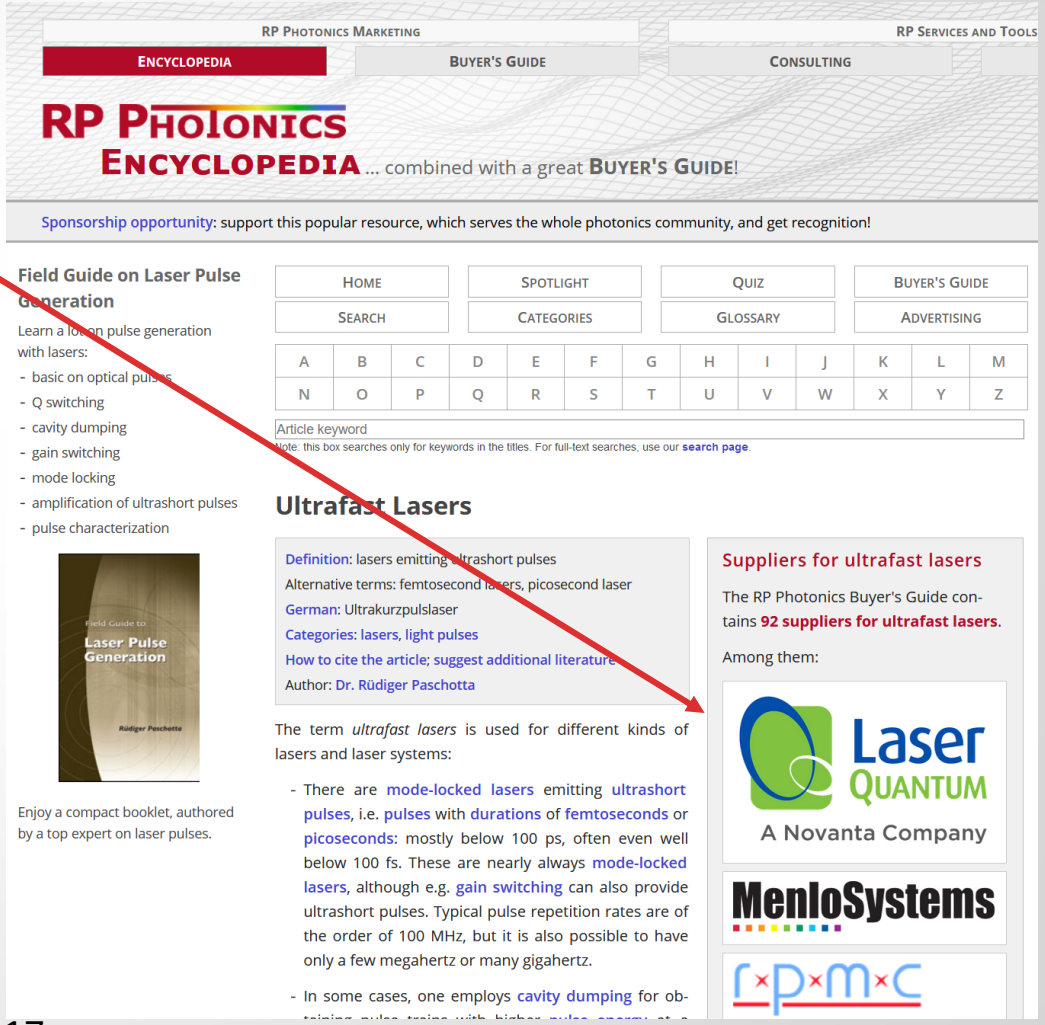
# Display in the Encyclopedia

- For each product of a supplier with ad package, an advertisement also appears in a box within the corresponding **encyclopedia article**, if there is one.
- In addition, the logo, product description and product image appear at the end of the encyclopedia article.

Note: encyclopedia articles get much more traffic than supplier listings!

(On most days, people are searching for technical information!)

Result: **great branding effect!**



# Price of Ad Packages

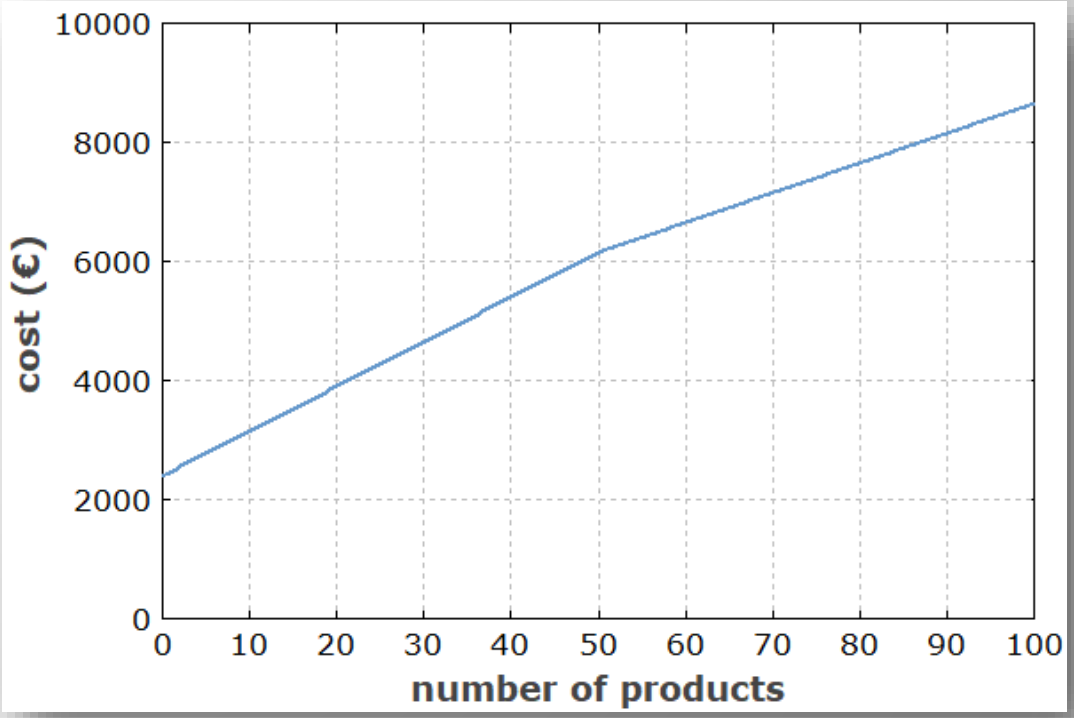
Simple rules for the cost per year:

- base price: 2400 € (2750 USD)
- add 75 € (90 USD) for each product (up to 50)
- add 50 € (60 USD) for each further product (beyond 50)

Examples:

- 20 products: 3900 € (4550 USD)
- 50 products: 6150 € (7250 USD)
- 100 products: 8650 € (10250 USD)

Pay extra only for special additions like additional white paper or video promotions (one is included).

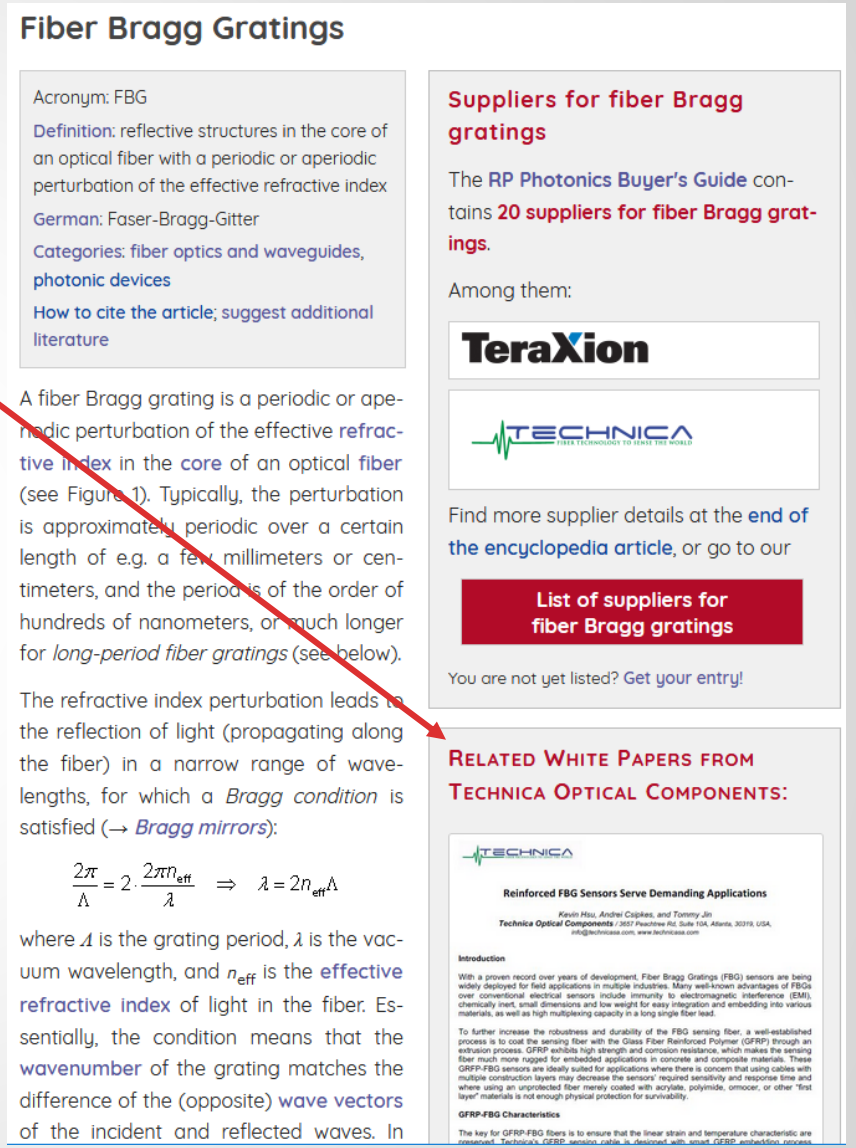


# Promotion of White Papers and Videos

- Get your **white paper** shown and offered for download **in an encyclopedia article on the corresponding topic!**
- Similarly, promote your **videos**.

That way you directly reach readers which are interested in a certain topic!

We graphically display the preview of your document or video in the encyclopedia article. Users can click on it to download the paper or go to the page with the video.



## Fiber Bragg Gratings

Acronym: FBG

Definition: reflective structures in the core of an optical fiber with a periodic or aperiodic perturbation of the effective refractive index

German: Faser-Bragg-Gitter

Categories: fiber optics and waveguides, photonic devices

How to cite the article; suggest additional literature

A fiber Bragg grating is a periodic or aperiodic perturbation of the effective refractive index in the core of an optical fiber (see Figure 1). Typically, the perturbation is approximately periodic over a certain length of e.g. a few millimeters or centimeters, and the period is of the order of hundreds of nanometers, or much longer for *long-period fiber gratings* (see below).

The refractive index perturbation leads to the reflection of light (propagating along the fiber) in a narrow range of wavelengths, for which a *Bragg condition* is satisfied (→ *Bragg mirrors*):

$$\frac{2\pi}{\Lambda} = 2 \cdot \frac{2\pi n_{\text{eff}}}{\lambda} \quad \Rightarrow \quad \lambda = 2 n_{\text{eff}} \Lambda$$

where $\Lambda$ is the grating period, $\lambda$ is the vacuum wavelength, and $n_{\text{eff}}$ is the effective refractive index of light in the fiber. Essentially, the condition means that the wavenumber of the grating matches the difference of the (opposite) wave vectors of the incident and reflected waves. In

### Suppliers for fiber Bragg gratings

The RP Photonics Buyer's Guide contains **20 suppliers for fiber Bragg gratings**.

Among them:

TeraXion

TECHNICA

Find more supplier details at the end of the encyclopedia article, or go to our

**List of suppliers for fiber Bragg gratings**

You are not yet listed? Get your entry!

### Related White Papers from Technica Optical Components:

TECHNICA

**Reinforced FBG Sensors Serve Demanding Applications**

*Kevin Hsu, Andrei Csipkes, and Tommy Jin*
*Technica Optical Components* / 3657 Peachtree Rd, Suite 104, Atlanta, 30319, USA,
info@technicaoa.com, www.technicaoa.com

**Introduction**

With a proven record over years of development, Fiber Bragg Gratings (FBG) sensors are being widely deployed for field applications in multiple industries. Many well-known advantages of FBGs over conventional electrical sensors include immunity to electromagnetic interference (EMI), chemically inert, small dimensions and low weight for easy integration and embedding into various materials, as well as high multiplexing capacity in a long single fiber lead.

To further increase the robustness and durability of the FBG sensing fiber, a well-established process is to coat the sensing fiber with the Glass Fiber Reinforced Polymer (GFRP) through an extrusion process. GFRP exhibits high strength and corrosion resistance, which makes the sensing fiber much more rugged for embedded applications in concrete and composite materials. These GFRP-FBG sensors are ideally suited for applications where there is concern that using cables with multiple construction layers may decrease the sensors' required sensitivity and response time and where using an unprotected fiber merely coated with acrylate, polyimide, ormocer, or other "first layer" materials is not enough physical protection for survivability.

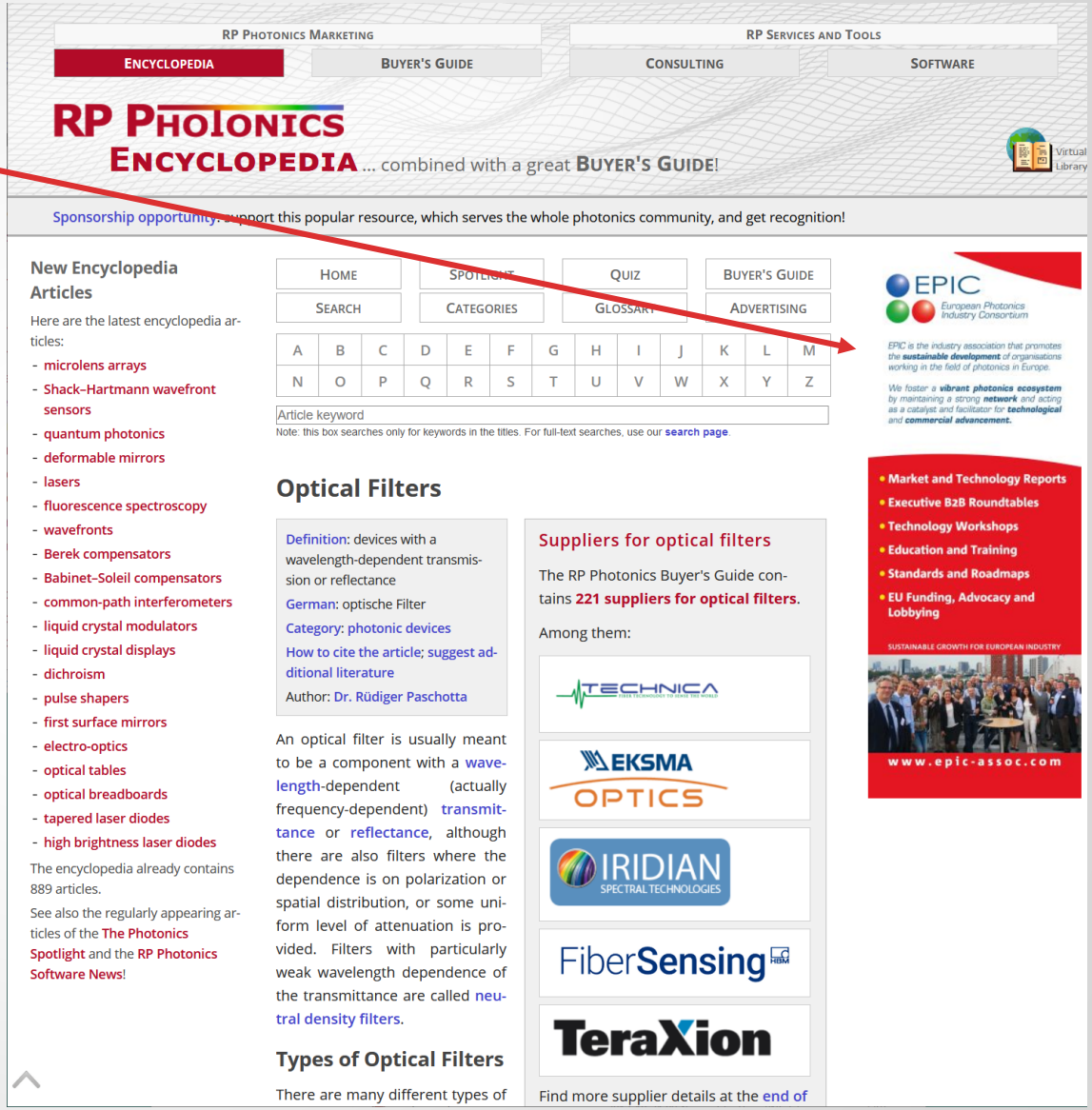
**GFRP-FBG Characteristics**

The key for GFRP-FBG fibers is to ensure that the linear strain and temperature characteristic are preserved. Technica's GFRP sensing cable is designed with smart GFRP embedding process

# Super-wide Skyscraper Banners

Included in your ad package: **super-wide skyscraper banner** displayed on buyer's guide pages with a certain display probability.

Extra on request: additional banner for **special promotions**, **branding** etc.: get great visibility!



# How to Get Started

- If your company doesn't have an entry on the RP Photonics website yet, register here: https://www.rp-photonics.com/new.html
- If you have an entry already, go to your company profile and click on the button **"Edit profile data"**.
  (To find your company profile, go to the buyer's guide, click on **List of Suppliers**, find your company in the list.)
- Fill out the form and finally click on "**Send the data to RP Photonics**".
  We will then review the information and enter it into the buyer's guide.
  If you have selected an ad package, we will respond with the details (e.g. terms & conditions) and ask you to confirm that. If you confirm, we will send you an invoice. You do not need to sign a contract.

# Excellent Service

- Friendly, no-hassle telephone and e-mail support to clarify any issues.
- If you like, we try to collect the product descriptions and images from your website! So you only need to check whether everything is correct.
- We are happy to update e.g. your product descriptions whenever required.
- We regularly check for broken links e.g. in your product descriptions.
- We even search for exhibitor listings of trade shows and enter that information for you.
- We make everything **as easy as possible** for you:
  - clear explanations
  - no contract to sign
  - easy invoicing and payments

# Get It Done!

You have now realized:

- **RP Photonics** operates the **leading online information source** in laser technology,
  with extraordinary search engine ranking and traffic data
  → the place where the experts are spending their time!
- We offer you **the best online advertising options in photonics: high return on investment** and **excellent service**.

**So contact us immediately**

**and let RP Photonics support your sales!**

www.rp-photonics.com/marketing.html