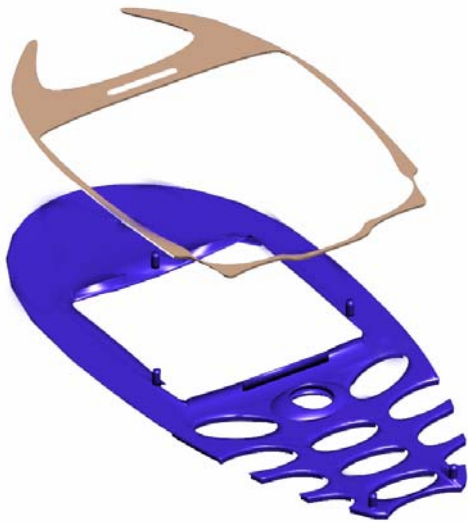


# Application Study

## ASSEMBLY OF A LENS ADHESIVE

Mobile phones commonly feature a decorative bezel applied to the housing using a die-cut adhesive. The adhesive component often is awkwardly shaped with little area for being vacuum-chucked, and tolerances are tight as the component must match the features of the phone housing. Outlined below is a typical application.



### TASK

Assemble a bezel adhesive onto the housing of a mobile phone lens.

### CHALLENGES

- The shape of the lens adhesive is very complex and is with its large cutout areas very delicate and difficult to handle.
- Accuracy is critical. The bezel must be placed within a tolerance of 0.001" / 0.025 mm.
- The adhesive component must follow the three-dimensional contours of the housing.

### SOLUTION

- Model 3065
- Customized nest
- Customized low durometer chuck
- X-axis correction

### FEATURES & BENEFITS

- Unlike standard "pick and place" methods, which often fail due to adhesive shape and instability, AccuPlace's patented peeling technology ensures a repeatable and accurate placement.
- The customized low durometer chuck conforms the bezel adhesive to the plastic housing and ensures complete 3-dimensional adhesion.
- The x-axis correction ensures accurate placement in both the x and y axes.

