

RP Photonics Buyer's Guide & RP Photonics Virtual Exhibition

and the

RP Photonics Encyclopedia

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

Table of Contents

	Page
■ The RP Photonics website:	
■ containing an encyclopedia and a photonics buyer's guide	3
■ the high popularity and its reasons	5
■ the virtual exhibition	6
■ search engine ranking and web traffic	7
■ how users find suppliers for photonics products	11
■ How suppliers can present their company and products:	
■ ad package for enhanced company profiles and product entries	12
■ how to get started	17

The RP PHOTONICS Website
www.rp-photonics.com

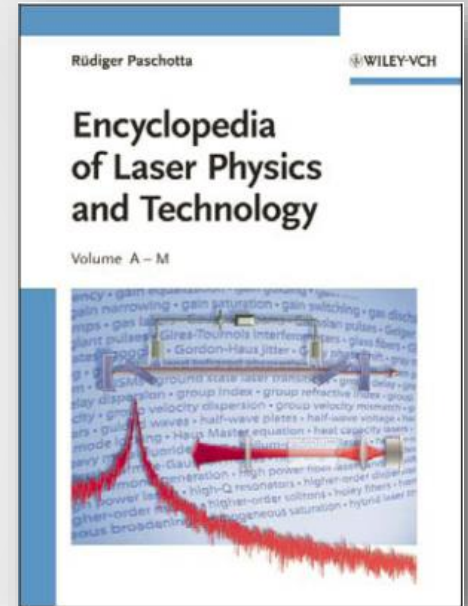
contains

- the famous **RP Photonics Encyclopedia**,
a scientific/technical information source
with over 1000 high-quality articles
- the **RP Photonics Buyer's Guide**,
listing >700 photonics products and >1600 suppliers
- the **RP Photonics Virtual Exhibition**

and

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

Photonics suppliers *must* be there to promote their products!



In 2008, an earlier version of the encyclopedia appeared as a book.

Two Powerful Resources, Uniquely Combined:

RP PHOTONICS **Encyclopedia**

Article on fiber amplifiers

Article on lasers

Article on OCT

Article on spectrometers

(>1000 articles)



RP PHOTONICS **Buyer's Guide**

Suppliers for fiber amplifiers

Suppliers for lasers

Suppliers for OCT equipment

Suppliers for spectrometers

(for >700 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!

Encyclopedia ↔ Buyer's Guide

[ENCYCLOPEDIA](#) [BUYER'S GUIDE](#) [CONSULTING](#) [SOFTWARE](#)

RP PHOTONICS
ENCYCLOPEDIA ... combined with a great **BUYER'S GUIDE**!

[HOME](#) [SHOW ARTICLES A-Z](#) [SEARCH](#) [CATEGORIES](#)

[PHOTONICS SPOTLIGHT](#) [TUTORIALS](#)

Sponsors:    and others

Encyclopedia > letter B > Broad area laser diodes

Broad Area Laser Diodes

Definition: laser diodes with a strongly asymmetric shape of the emitting region

Alternative terms: broad stripe emitters, multimode single emitters, high-brightness diodes

More general term: [laser diodes](#)

German: Breitreifen-Laserdioden

Category: [optoelectronics](#)

Author: Dr. Rüdiger Paschotta

How to cite the article; [suggest additional literature](#)

URL: https://www.rp-photonics.com/broad_area_laser_diodes.html

Broad area laser diodes (also called *broad stripe*, *multimode single emitters* or *broad emitter laser diodes*, *single-emitter laser diodes*, and *high brightness diode lasers*) are [edge-emitting laser diodes](#) where the emitting region at the front facet has the shape of a broad stripe (see Figure 2), with dimensions of e.g. $1\text{ }\mu\text{m} \times 100\text{ }\mu\text{m}$. Due to the asymmetry of the emitter, the beam properties are also completely different for the two directions:

- In the vertical (short) direction, the height (e.g. $1\text{ }\mu\text{m}$) is small enough to obtain single-mode guidance and thus an essentially [diffraction-limited beam quality](#) with an M^2 factor only slightly above 1. Because of the small [aperture](#) size, the beam divergence in this direction is relatively high, with a [beam divergence](#) half-angle of e.g. 370 mrad , corresponding to an FWHM angular range of 25° . Due to that fast divergence, this is called the *fast axis* direction.
- In the long direction (*slow axis* direction), the stripe width may be e.g. 50, 100, 200 μm , or even larger, so that the light is distributed over many spatial modes in this direction. As a result, the beam divergence is much larger than for a diffraction-limited beam with that size, although still significantly smaller than for the fast axis direction.

17 suppliers for broad area laser diodes

are found in the RP Photonics Buyer's Guide. Among them:



Find more supplier details at the [end of this encyclopedia article](#), or go to our

List of suppliers for broad area laser diodes

You are a not yet listed supplier?
[Get your entry!](#)

Using our [ad package](#), you can display your logo, further below your product description, and these will be seen by many photonics professionals.

17 suppliers for broad area

[ENCYCLOPEDIA](#) [BUYER'S GUIDE](#) [CONSULTING](#) [SOFTWARE](#)

RP PHOTONICS
BUYER'S GUIDE ... the one with the **ENCYCLOPEDIA**!

[PRODUCT CATEGORIES](#) [PRODUCTS A-Z](#) [SUPPLIER LIST](#) [SUPPLIERS A-Z](#)

[HOME](#) [EXHIBITION](#) [NEWS](#) [ADVERTISING](#)

Buyer's guide > Products > broad area laser diodes

Where to Buy Broad Area Laser Diodes

Broad area laser diodes, also called high-brightness or broad-stripe diodes, have an elongated emitter for higher output power – typically a few watts. They can be used for pumping solid-state lasers, for example.

More general products: [laser diodes](#)

Related product category: [lasers and laser amplifiers](#)

E

Learn before you buy!

See our [encyclopedia article](#):

Broad Area Laser Diodes

Related article: [diode bars](#)

17 suppliers for broad area laser diodes are listed in the RP Photonics Buyer's Guide. Both manufacturers and distributors can be [registered](#).

For making a list of those suppliers, [get scientific & technical information](#) (making their background light

[Hide non-selected supplier entries](#)

then print this page on paper or into a PDF document.

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

Suppliers with Ad Package
representing their product descriptions

The RP Photonics Virtual Exhibition

Introduced in 10/2020, the virtual exhibition is a digital tool for exhibiting primarily information on suppliers, mixed with various informational items to make it more attractive:

- various helpful articles
- event calendar
- photonics quiz
- ...

It is strongly linked with the buyer's guide and the encyclopedia, creating useful synergies.

The RP Photonics Exhibition

Engage in the photonics market with success!

Encyclopedia

- Fiber optics
- Lasers
- Optical components
- Optical systems
- Optical measurement
- Optical communication
- Optical sensors
- Optical packaging
- Optical interconnects
- Optical components
- Optical systems
- Optical measurement
- Optical communication
- Optical sensors
- Optical packaging
- Optical interconnects

Event Calendar

Our sponsors: EKSMA OPTICS TOPTICA PHOTONICS and others

RP Photonics Web Traffic

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

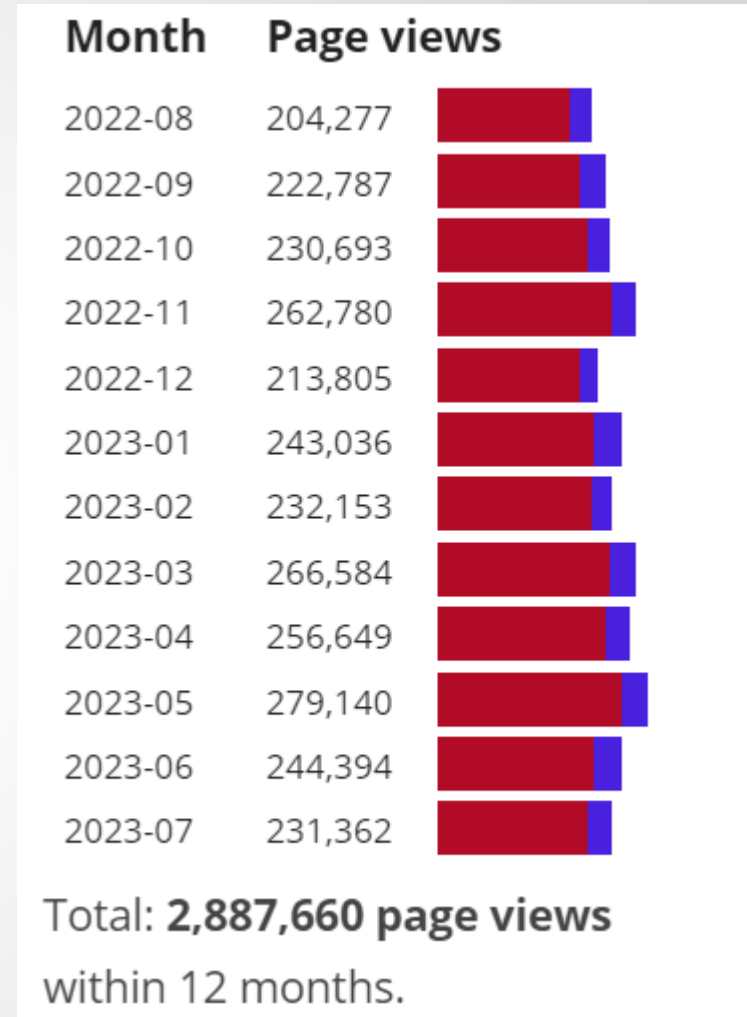
- **typically >>200,000 page views** per month on the encyclopedia and buyer's guide pages
- **>>10,000 referrals to supplier websites** per month

We regularly publish traffic data:

www.rp-photonics.com/bg_statistics.html

Note: We publish honest, non-inflated traffic data!

Clients comparing the data with Google Analytics, for example, confirm our data while finding huge discrepancies for others.



Why is That Website So Popular?

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

The screenshot shows the RP Photonics Encyclopedia website. The main header includes navigation tabs: ENCYCLOPEDIA, BUYER'S GUIDE, CONSULTING, and SOFTWARE. Below the header, the site title 'RP PHOTONICS ENCYCLOPEDIA' is displayed, followed by the tagline '... combined with a great BUYER'S GUIDE!'. A search bar with the placeholder 'Article keyword' is present, along with buttons for HOME, SHOW ARTICLES A-Z, SEARCH, and CATEGORIES. Below the search bar, there are sections for PHOTONICS SPOTLIGHT and TUTORIALS. A 'Sponsors' section lists KO and MenloSystems. The main content area is titled 'Ultrafast Lasers' and includes a definition, alternative terms, more specific terms, German translation, categories, author information, and a URL. To the right of the main content, there is a section titled 'Laser Material Processing' with a list of applications: laser ablation, laser cutting, laser drilling, laser welding, laser cladding, laser coating, and laser soldering. Below this, there is a diagram of a laser system and a list of applications: laser marking, laser machining, laser micromachining, laser hardening, laser surface modification, laser additive manufacturing, laser 3D printing, laser cleaning, and laser processing heads. At the bottom, there is a section titled '110 suppliers for ultrafast lasers' with a list of companies: AMPHOS, HÜBNER Photonics, TOPTICA, and MPB Communications Inc.

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 ...

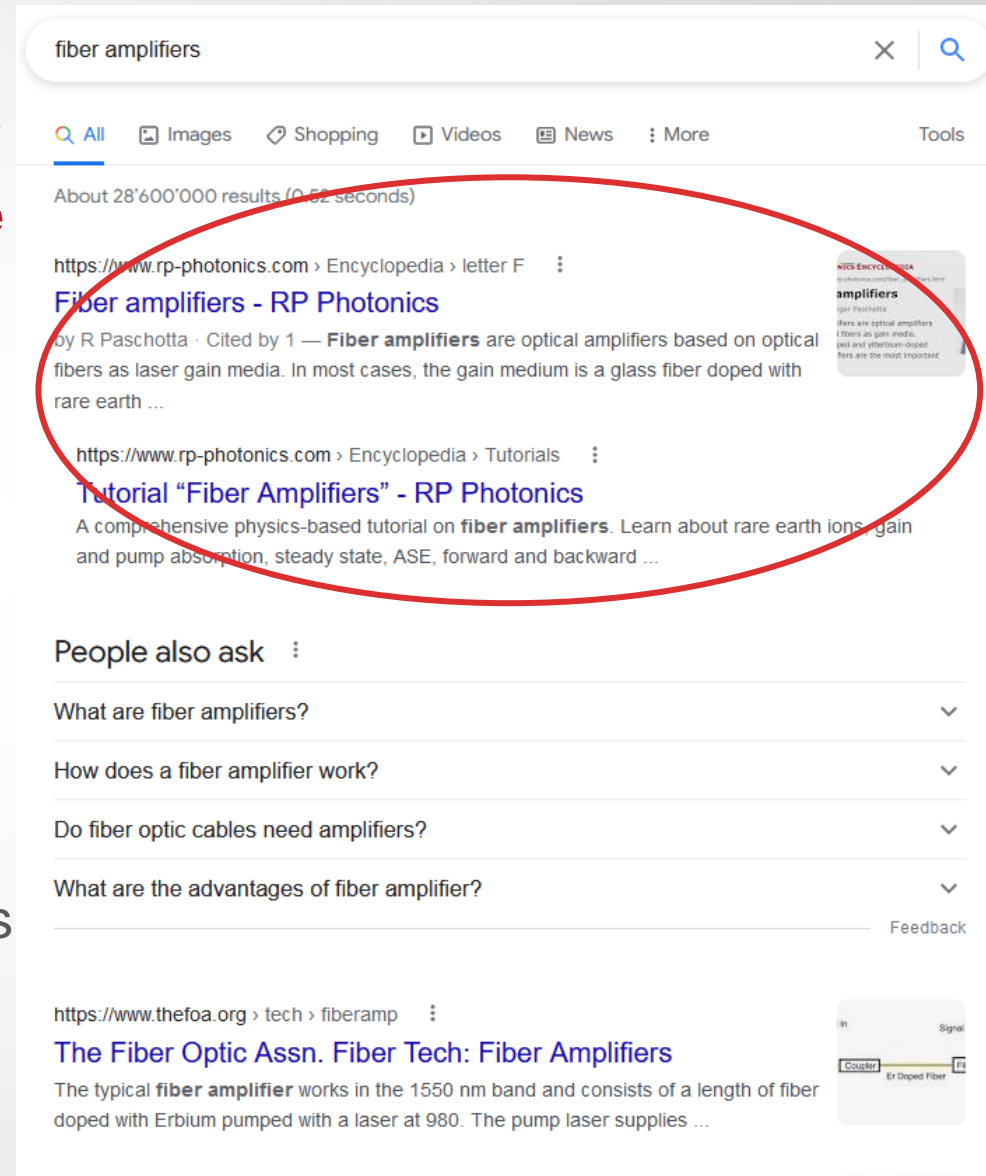
Search Engine Ranking

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.

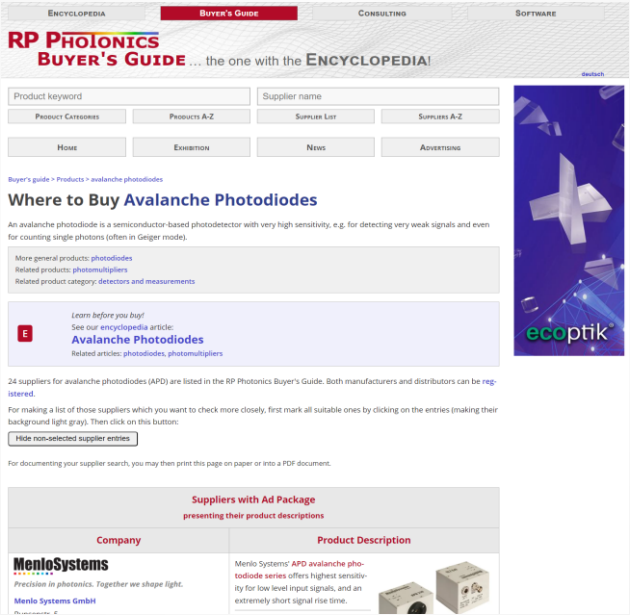


How Do People Find Photonics Suppliers?

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

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

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**.

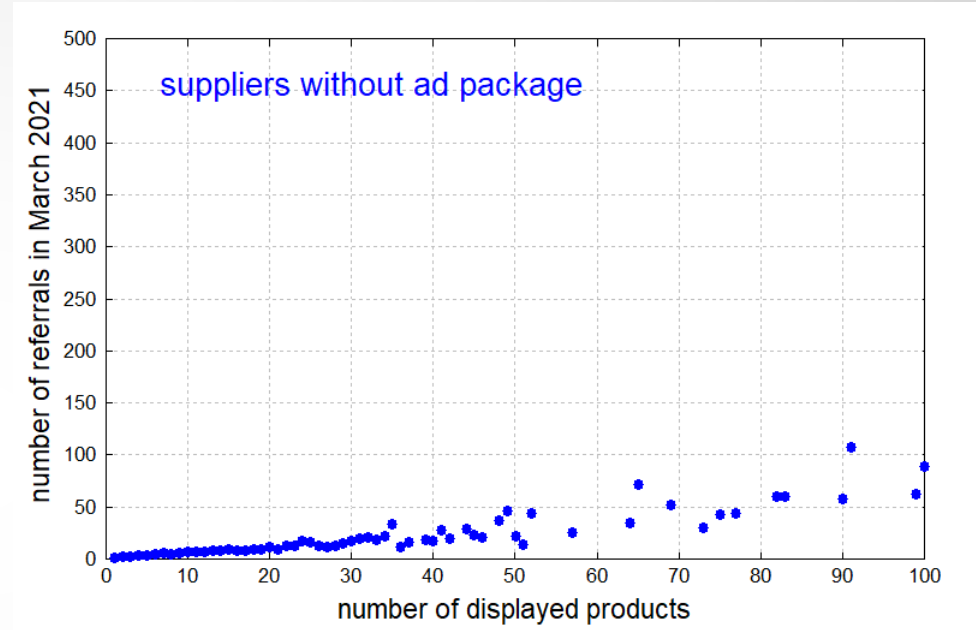
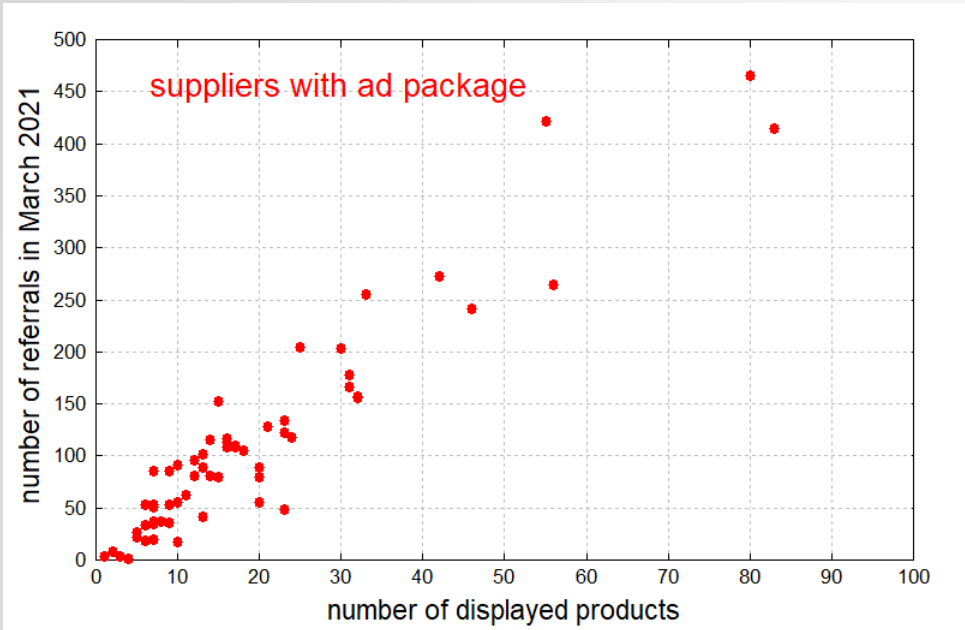


Advertising with RP Photonics

- Free entries: basic company profile and basic product entries for up to 100 products – but without product descriptions.
- **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 effective way to **generate far more sales leads**
 - **much improved company profile**
 - included: one **promotion** for **white paper** or **video**, placed in an encyclopedia article → **perfectly targeted!**
 - various extras, such as skyscraper banner, publishing company news, etc.
 - much improved presence in our **virtual exhibition**

The Ad Package Works

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.

How Does the Ad Package Work?

The ad package comes with a whole bunch of nice features:

- improved display of your products
- much enhanced company profile page
- enhanced presence in the RP Photonics virtual exhibition
- white paper or video promotion
- advertising banner
- can publish company news

(For details: https://www.rp-photonics.com/bg_ad_package_features.html)

However, **just one feature does much of the benefit in terms of lead generation**: the **publication of product descriptions** in your company profile, in the listings of suppliers for those products and in the encyclopedia. Learn more on the next page!

Getting to the Short List of Suppliers

- Users searching for suppliers of a product (e.g. laser diodes) get a long list of suppliers – sometimes more than 100.
- They absolutely need to **make a short list for closer inspection** – but based on what criteria?

Most relevant are the **published product descriptions!**

- If 5 out of 100 suppliers, for example, have the ad package, those do not only appear with more space, company logo etc., but also with their product descriptions. That highly relevant information aids the users in determining which suppliers have suitable products.
- Mostly for that reasons, suppliers with the ad package get several times more referrals to their website!
- Key insight: opportunity to provide vital information in the moment the users need it! That way, you get far more attention.

Price of Ad Package

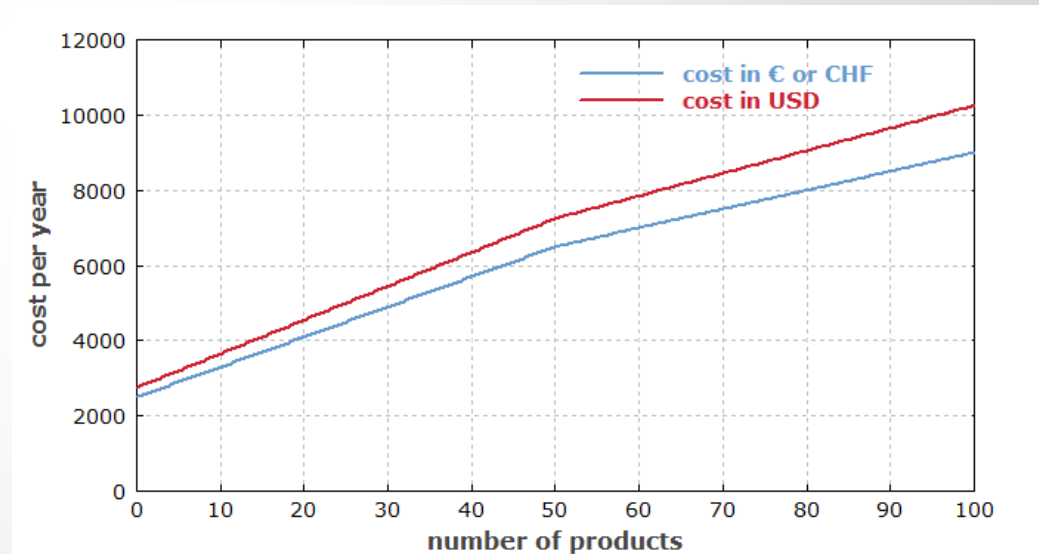
Simple rules for the cost per year:

- base price: 2500 € (2750 USD)
- add 80 € (90 USD) for each registered product (up to 50)
- add 50 € (60 USD) for each further product (beyond 50)

Examples:

- 20 products: 4100 € (4550 USD)
- 50 products: 6500 € (7250 USD)
- 100 products: 9000 € (10250 USD)

Pay extra only in special cases, e.g. for additional white paper or video promotions (one is included).



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”**.
I will then soon contact you and help you to get your ad package installed quickly and easily.



Get it done now!

In case of any questions, contact us:

www.rp-photonics.com/marketing_contact.html