

Iris Dynamics Introduces ORCA-3: A Compact, Affordable, and High-Performing Smart Linear Motor

FOR IMMEDIATE RELEASE

Victoria, BC — October 29, 2024 — Iris Dynamics Ltd., a leader in innovative motion control solutions, is proud to announce its latest product, the ORCA-3, the smallest and most cost-effective motor in the ORCA™ Series. Developed in response to growing demand for a more affordable and compact solution, ORCA-3 is set to revolutionize cost-conscious design while maintaining the high-performance standards of the ORCA product line. The product will be unveiled at the upcoming PACK EXPO in Chicago on November 3, 2024.

As the designer and manufacturer of its smart linear motor products, Iris Dynamics prides itself on direct sales and personalized support to ensure every customer receives tailored solutions, seamless integration, and unmatched service from concept to completion. ORCA-3 comes as a direct response to feedback from prospective and existing customers, reflecting significant interest in a compact, budget-friendly solution that maintains high-performance specifications. “ORCA-3 is a game-changer in terms of price-to-performance ratio,” said Patrick McFadden, CEO of Iris Dynamics. “This new product allows engineers, academics, and businesses to achieve their goals with the same trusted quality but at a size and price that fit their growing demands.”

ORCA-3 is ideal for research and development projects, offering seamless integration and scalability. With minimal changes in mechanical, electronic, and software components across the ORCA Series, engineers can design with ORCA-3 and easily migrate to more advanced models as project requirements evolve. This adaptability allows for rapid prototyping and iterative development. Key product features include its compact size, high speeds of 6.5 m/s, and affordability, with volume pricing starting below \$1,000.

About Iris Dynamics Ltd.

Iris Dynamics Ltd. designs and manufactures state-of-the-art smart linear motors in Victoria, BC. Known for innovation, reliability, and direct customer relationships, Iris Dynamics serves a wide range of industries globally by providing integrated, efficient, and high-performance linear motion solutions.

For more information about ORCA-3, including pricing requests, please contact sales@irisdynamics.com.

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