

Mike Nettles Named New Tektronix Fellow



TEKTRONIX STOCK CLOSINGS

November 11	20 9/16
November 12	20 7/16
November 13	20 5/8
November 16	20 9/16
November 17	20 7/16

*Most recent Tektronix 401(k) share purchase price on
11/6/98 payroll was \$19.9318*

The best suggestion Mike Nettles has for success in the color printer business is to keep moving. Mike, a new Tektronix Fellow, follows his own advice. From his home in Durango, Colorado, he travels the world in search of the best color laser print engines available.

An ex-bicycle racer who visited Durango for a yearly competition before moving there, Mike can still be in Oregon for a 10 a.m. meeting. "I love Durango for its atmosphere, and my wife loves it for the red-rock canyon country," he says.

One outcome of his travels is that he

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New MBD Fellow Etheridge: In Search of Elegance



New Tektronix Fellow Eric Etheridge believes that elegance occasionally surfaces in design. "Deciding on a product architecture is ultimately an artistic process," he says. "It must be coherent,

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New MBD Fellow Etheridge

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satisfy many requirements, and be pleasing. But if its done right, the elegance gives you two or three other things for free."

This has proved true in the products he has helped develop. "I went to a seminar where the speaker said that a digital scope simply couldn't do certain things that an analog scope could," Eric recalls.

"My immediate reaction was that there should be no difference in functionality." He then set out to prove exactly that.

"When we introduced InstaVu™ oscilloscopes,"

says Balaji Krishnamurthy, vice president of MBD's Design Service and Test Business Unit, "the impact of Eric's invention was a triggering rate that increased by a factor of 1,000."

Eric, an integrated circuit designer, then developed and named the Digital Phosphor Oscilloscope, which simulates the decaying phosphor readouts previously found only on analog scopes.

Raised in Georgia, Eric moved west to attend the California Institute of Technology. After graduating with an

engineering degree, he had two job offers. "One company offered me a job during the campus interview, which made me a little nervous," he recalls.

In contrast, Tektronix asked him to come to Oregon, where four different product development groups interviewed him for two days. "I've been here for 18 years," he says. While in Portland, Eric attended the Oregon Graduate Institute of Science and Technology, and earned a business degree from Portland State University.

"Unlike many technical leaders who are so enamored of technology that they

don't want to come out of the lab," notes Balaji, "Eric delights in talking to customers."

"It's hard to learn what customers want," Eric observes. "We

hear lots of things, much of which is anecdotal. Then we put together a coherent picture that must fit with our technical capabilities."

Eric admits that the biggest challenge and success of his career has been proving that a digital scope can match the functions of analog ones. "I had one idea at a scope seminar six years ago that's essentially mapped my future."

He has no complaints, however. "Learning has been the most exciting part of my job," he says. And, of course, searching for the elegance in design.

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BALAJI KRISHNAMURTHY

Mike Nettles

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is proficient in all aspects of color laser technology. "His technical understanding is so deep," says CPID president Gerry Perkel, "that he can explain electrophotography to senior managers as easily as he provides leadership to highly trained engineers."

A graduate of the University of Wyoming and Arizona State University, Mike worked for IBM's printer division before being asked to head color laser development at CPID five years ago.

Mike is respected by both print engine suppliers and Tektronix engineers as a color laser architecture expert. "Sometimes you get lucky," he says, "and your experience is just what's needed by a company poised to launch a new technology."

Mike attributes his success to fast foot work: "We're able to make decisions quickly because of our small size," he says. "We've done four color laser product revisions in the time that our largest competitor has made one."

"It's rare to find a combination of leadership, technical, strategic, business and communications skills in one person," observes Gerry.

"It's been very rewarding for me to work with the color laser team," he says, "helping to position Tektronix as a market leader as the switch to color accelerates. The Phaser® 740 printer is a true realization of bringing color down to the price of monochrome laser."

"My career has offered opportunities few people are lucky enough to get – the opportunity to have a significant impact on both the business and technology aspects of one's company," he concludes.