

# NEW TEKTRONIX FELLOWS ANNOUNCED

Four outstanding contributors have been named new Tektronix Fellows, and each will be profiled in this and the next two issues of *TekWeek*.

Appointment as a Fellow signals innovative strengths in areas of strategic significance to Tektronix.

This year's new Fellows are Dan Baker of

the TV/Communications Business Unit, Eric Etheridge of the Design Service and Test Business Unit, and Mihir Ravel of Central Engineering. Mike Nettles is the new Fellow from CPID.

Each Fellow serves a two-year term, and is considered for renomination at the end of that time. Reconfirmed Fellows are Steve Sullivan and Marv LaVoie of MBD,

and Bruce Penney of VND.

Fellows are nominated in two areas: applied technology and business technology. Applied technology Fellows make significant contributions to the theoretical developments in their fields, while applied business Fellows show extraordinary knowledge of customers, markets and commercial applications of technology.

## First Business Technology Fellow Named

Mihir Ravel of MBD's Central Engineering is Tektronix' first Business Technology Fellow. In the context of fast-changing telecommunications and video markets, Mihir is responsible for quickly identifying critical technologies, and distinguishing important business implications from the unimportant.

"His critical thinking has positively challenged our business logic and greatly assists in developing strategic directions for the TV/Comm markets," says Dan Terpack, president of MBD. "The real value is that Mihir doesn't stop at the planning stage, but drives the steps needed to build on the strategy."

For Mihir's part, he sees his talent as connecting MBD's bright people across boundaries, such as connecting those in engineering with marketing, customers with MBD's designers, and the various product lines with each other.

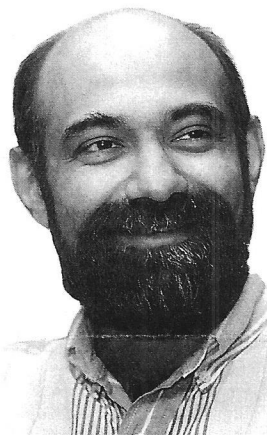
"By capitalizing on the Tektronix spirit of teamwork," Mihir says, "it's been my privilege to work with great colleagues to try to understand the business and technical complexities across nine product lines of general and dedicated products, and to help develop the product and technology paths that best leverage our strengths."

Mihir believes that MBD is on the edge

### TEKTRONIX STOCK CLOSINGS

October 28	17 7/16
October 29	17 3/4
October 30	17 15/16
November 2	17 7/8
November 3	18 3/16

Most recent Tektronix 401(k) share purchase price on 10/23/98 payroll was \$18.2435

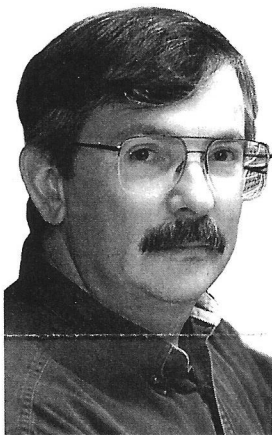


Mihir Ravel,  
MBD Central Engineering

of great opportunity, with its test products standing directly in the development path of tomorrow's network and multimedia services.

Gerhard Beenen, MBD vice president of technology, also considers Mihir a driving force, this time on the Strategic Marketing Council. "With his background in communications technologies," says Gerhard, "Mihir has been instrumental in developing MBD's strategy and technologies to address the communications industry."

Gerhard also credits Mihir for taking a leadership position for Tektronix on the International Telecommunications Union's new standards committee: the Video Quality Experts Group. "Mihir has also been called on by senior management, including Jerry Meyer, to develop new business opportunities and critically evaluate acquisition candidates," says Gerhard.



Dan Baker,  
TV/Communications Business Unit

## Passion for Excellence Drives New TCBU Fellow

Many of us needing a job chose a company that's hiring. Fellow Dan Baker chose Tektronix because of its equipment. Dan, of the TV/Communications Business Unit (TCBU), attended a technical college in his home state of Idaho, where he was first introduced to Tektronix equipment.

"We had video and test products," he says "and I was so impressed with their design and quality that I wanted to work for the company."

Heading for Portland at age 19, he began his career here as a video technician. Twenty-five years later, Dan is part of project teams developing products for video signal processing and distribution, particularly relating to

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# Dan Baker

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high definition television standards. He's also part of a strategy group proposing new TV Test and TV Comm products, and represents Tektronix on a number of standards committees.

The many engineers in his family no doubt influenced his interest in technology. "I was always interested in video and communications," Dan recalls, and he actually designed his amateur ham radio equipment to incorporate direct sequence spread-spectrum technology years ago, of particular interest to TCBU today.

"His passion for excellence has been a major factor behind a long string of highly profitable and successful products," observes Scott Bausback, general manager of TCBU.

Dan stays current with industry trends through continued coursework on cryptography and code division multiple access (CDMA) — a dominant personal communications format — at Oregon State University, where he earned his graduate degree in electrical engineer.

Dan believes his best ideas about video and communications theory come from reading. "Often this involves anticipating measurement needs even before the customer identifies them," he says. "Knowing where technology is going and extrapolating what problems might result gives us clues as to what products to develop."

Dan is surprised by his success: "Tektronix has been good to me, and I've been fortunate enough to be in the right place with the right people."

"Though Dan is well known in the TV industry," observes Scott, "he doesn't seek to be the center of attention. He'd rather mentor other engineers."

Notes Dan: "It's gratifying to see other, often less experienced engineers take new-technology advice and create products that perform far beyond my abilities and expectations."