

CONTENTS:

<b>Telequipment—Unlimited??</b>	<b>2</b>
Meet Tektronix' newest subsidiary, an energetic and inventive British company.	
<b>One World, One Market</b>	<b>6</b>
From any viewpoint, Tektronix has emerged as a truly cosmopolitan business enterprise.	
<b>Export's Experts</b>	<b>10</b>
Customers in 57 foreign countries do business directly with this small, skilled Beaverton group.	
<b>The Ubiquitous Oscilloscope</b>	<b>16</b>
Uses of our instruments are as varied as man's interests, and range from studying disease to luring insects; from helping deaf children talk to making sure there will always be fish to catch.	
<b>The Individual</b>	<b>20</b>
Interviews with a former migrant laborer; a lady thriving on automation, and a fellow in South America who has scope, will travel.	
<b>SEP: Tek and Students Size Each Other Up</b>	<b>23</b>
An intensive summer employment program helps insure Tek's future supply of bright young men and women.	

Employees publication of Tektronix, Inc., P. O. Box 500, Beaverton, Oregon 97005. Address mail to Communications department: Joe Floren, editor; Nancy Sageser, designer; Josef Oswald, staff photographer; V. K. Sawhney, Laurie Graves, staff writers. Photomechanical production by Tektronix Photography department; printing by Printing department. © 1967 Tektronix, Inc. All rights reserved.

Tek Talk will be sent regularly to persons outside Tektronix who request it.

# TELEQUIPMENT

If tempted to call Telequipment Ltd. "the British Tektronix," don't.

Because, for each similarity between Tek and our new London-based manufacturing subsidiary, there is also a difference.

Newspapers describing the acquisition called Telequipment "a small British company." That's correct: It employs only 300 people. Yet, it's equally correct to note that it makes more oscilloscopes than any United Kingdom manufacturer.

Like Tek, it earned its reputation by specializing in 'scopes—something that's true of no other British company, and probably none in the US.

Also like Tek, it has a staff of factory-trained field engineers—nine in the UK. Unlike us, however, it has no marketing subsidiaries, but sells its products, in 32 countries, through distributors.

International sales account for a large part of both companies' business. Tektronix' percentage—about 30 per cent of total sales—is exceeded by Telequipment's 45 to 50 per cent, mostly to the US, Canada and Australia.

Whereas we make a great many of our components, Telequipment makes only a few, mostly probes and small metal parts, and designs its own CRTs, cameras and scope trolleys (Scopemobiles, to us).

Telequipment instruments are in a price and performance range not covered by Tektronix oscilloscopes. Their scopes range from \$70 up, their CRTs

# UNLIMITED??

from about \$8 up; Tek scopes from \$500, our CRTs from \$40. The top Telequipment oscilloscope costs about \$700; ours, about \$5000.

Yet, within this low-price range, says Managing Director Bob Groom, Telequipment has advanced the state of the art, as Tektronix has.

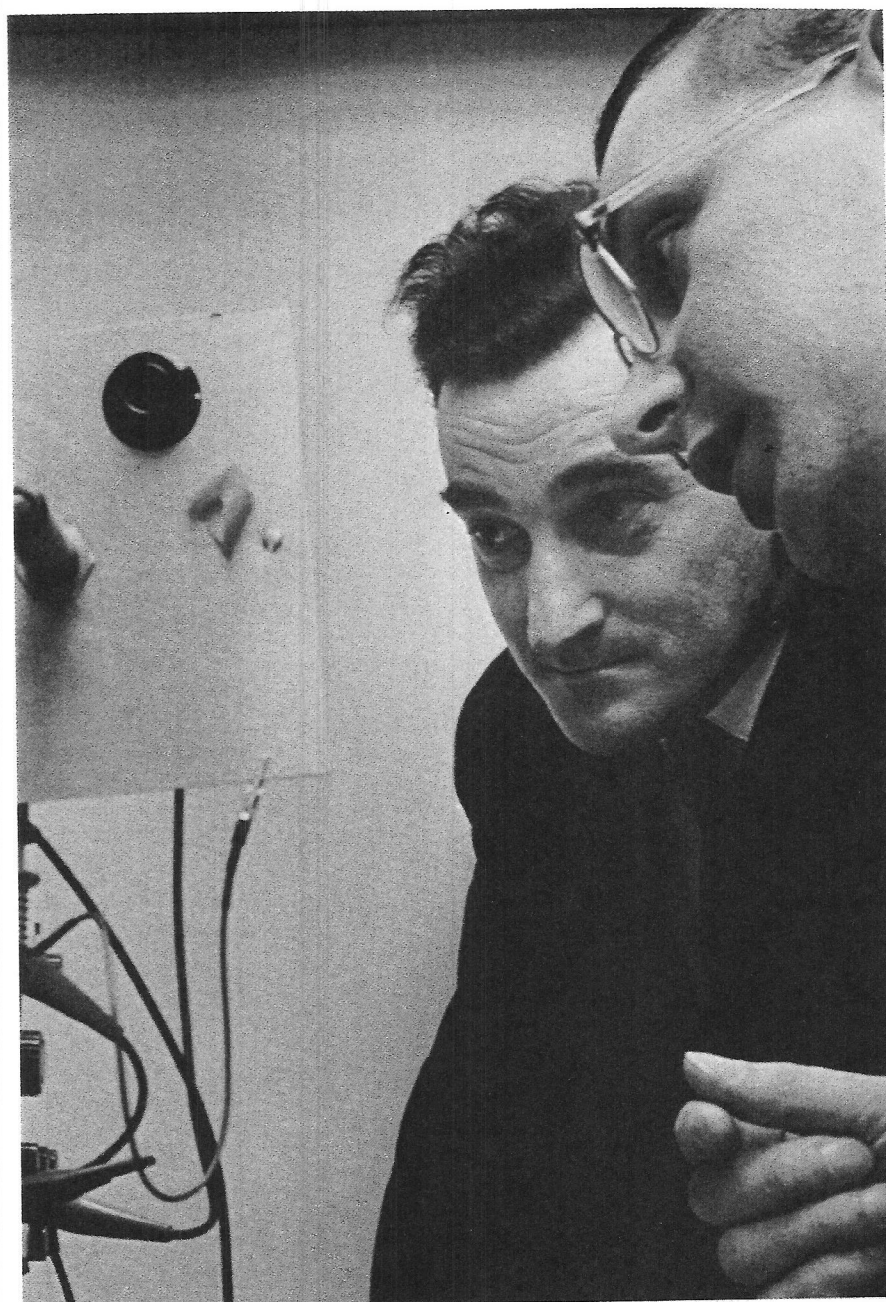
Bob is one of three men who founded the company in January 1952; that November, when it incorporated, he was one of the three directors. The others were Jim Copps, now in charge of Test-QC, and Jack Coomber, now in charge of production and personnel.

In 1956, Frank Beckwith, executive of a large publishing company, who had been handling Telequipment's money matters on the side for several years, left the book business to become the fourth director.

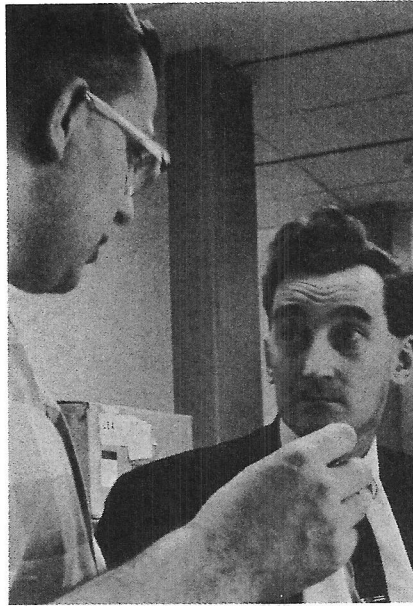
The first products were pattern generators for TV servicemen and test-picture-generating equipment for TV factory installations. But a more interesting, wide-open market soon appeared:

No one, they felt, was producing a reliable low-priced oscilloscope. Two major British companies and a couple lesser ones were making large laboratory scopes. The closest thing to the market Telequipment envisioned was a fairly small scope just introduced by a US company that called itself Tektronix.

Telequipment's first scope, a 6 MHz bandwidth portable with triggered sweep generator, was introduced in 1954. No other British instrument



MANAGING DIRECTOR Bob Groom of Telequipment Ltd. listens intently as Tek's Larry Simpson (3D CRT Engineering) describes experimental work being done in cathode-ray-tube design. Telequipment, like Tektronix, has earned its reputation through attention to technical excellence and customer value.



offered that sort of performance, Bob recalls; it was an instant success. Reminiscent, in fact, of the introduction of the Tektronix 511 in 1947.

Although held back in the early days by lack of finances, the company grew steadily and introduced new models each year.

Its first home was about as humble-sounding as you could ask: A small wooden hut at Harringay, in north London. Early days were hectic; one director would be out selling a scope, another bargaining for components, a third putting the next instrument together.

A minor historic date was the day they drowned the company records.

The hut, very hot in summers, could be cooled only by keeping the roofing felt doused with water. One of the directors, taking his turn at dousing duty one day, spilled the water bucket into a cardboard box—the company's "archives." It was days before they had dry records again.

They moved to a bigger building, an ex-laundry at nearby Whetstone. There the atmosphere remained informal; the work routine, unpredictable. Assembly operations frequently jerked to a halt while the production staff (who owned the neighborhood's only fire extinguisher) rushed to quell a blaze in a motorcycle factory across the street, where things ignited fairly often.

The company eventually moved to its present location in London's Southgate area, added to it, is now building

a new structure and negotiating for still another site.

Telequipment today makes 13 scope models and six plug-ins, and has a direct-labor force of about 200—mostly women, like Tek. Its engineering and development staff totals nine; its marketing staff, 12.

It offers the largest scope line of any British manufacturer. It ranges from a simple audio-frequency instrument for schools (costing just over \$50) to an oscilloscope with vertical amplifier plug-in, signal and sweep delay and a dual-beam mesh-type CRT.

Schools, incidentally, are the largest customer, with about 25 per cent of company sales. The rest are shared by industry, government agencies and the Post Office. (As in most nations, the post office in the UK controls not only mail but also all telecommunications.)

In the low-priced oscilloscope range, Telequipment has amassed an impressive history:

Its first scope, sold in 1954 to the Post Office, was followed by smaller portables, and the fame of the company's trade mark, "Serviscope," spread.

The first Serviscope, aimed at radio and TV, was so successful that it continued in production with virtually no changes until 1957. In '58, its face was lifted to appeal to American buyers.

That year, Telequipment produced the first dual-beam oscilloscope manu-

factured in commercial quantities, and its first rackmount instrument. It brought out a plug-in-type scope in 1960, the same year that saw the beginning of a Telequipment sales force.

In the early '60s, the company, to meet some needs of the education field, introduced the model S61. It has a five-inch CRT; its case is only 7 x 8 x 15 inches. An even smaller instrument—and one with more limited use—is the Serviscope Minor, which costs about \$50. Designed for secondary-school physics instruction, it also has found uses in radio servicing, hi-fi and recording. It is 5 x 6 x 9 inches, simple to operate, with a 2½-inch CRT and 30-KHz bandwidth.

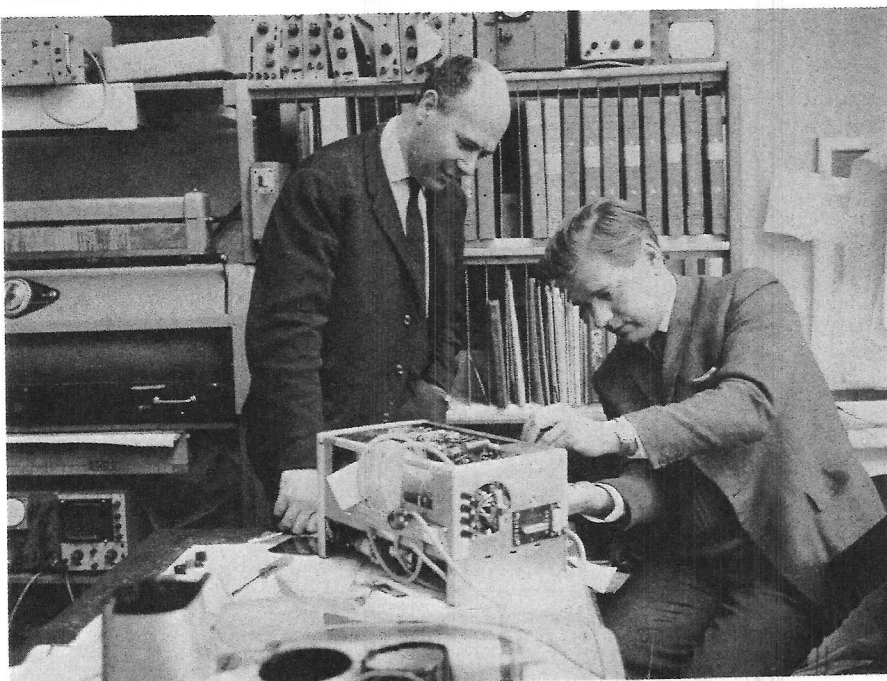
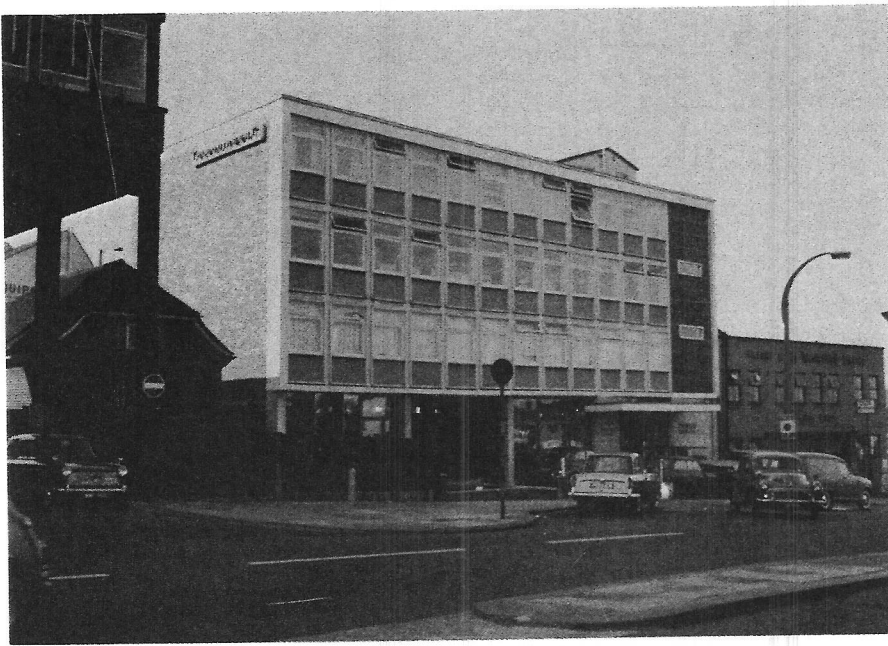
In 1965, Telequipment introduced the world's first dual-beam rectangular cathode-ray tube.

And, keeping abreast of the latest advances in scope technology, the company has recently built a prototype of a low-cost storage CRT.

Now that the two oscilloscope makers are one, what will the future bring?

One pretty safe guess is that there will be compatibility of philosophy. Bob notes strong parallels in the two companies' attitudes toward people as well as products; in their approach to both design and marketing problems; and in their insistence on reliability, dedication to customer value and strong belief in the importance of sound employee relations.

Specifically, he says, Telequipment hopes it will realize these benefits from the joining of forces:



Wider markets; increased export sales, particularly in the US; access to years of Tektronix technological knowhow; and financial help, for expansion to meet the growing demand caused by Telequipment's hard-earned reputation.

For Tektronix, the advantages include the ability to "round out the bottom of our product line"—which means far more than it might sound.

"It's not just a matter of adding a new instrument line and thereby making a few bucks," points out Don Alvey, International Marketing manager. What we've acquired is a low-priced product we can proudly offer to customers in many of the world's undeveloped markets—countries that lack not only the funds but also the technological need for sophisticated Tektronix instruments.

"For every Tek scope buyer in those areas, you'll find at least three potential Telequipment customers," Don believes.

And, once we've placed a reliable low-priced scope in the hands of the user, he has become a Tektronix customer—one we'd hope to keep in the future as his instrument requirements become increasingly sophisticated.

Otherwise we'd have to win that customer away from another company—a time-consuming and costly effort. Even more costly would be to develop and produce, on our own, a line of low-priced instruments, such as we have now obtained with the addition of this energetic and inventive British company.