

TEKWeek



SONY.
Tektronix

Sony/Tektronix 20 years old

SONY/TEKTRONIX, our joint venture company in Japan, will celebrate its 20th anniversary on May 16 in the Hotel Pacific, Tokyo, with a special ceremony attended by Oregon Victor Atiyeh, a private show and reception. Tek's Board of Directors and the Sony/Tek Board of Directors will also hold meetings in Tokyo and Gotenba. A preview of the celebration, along with a brief history of Sony/Tek and its mission, and an interview with one of its top management appear on page 1.

Expert praises Tek engineers

Quality Update

SE training serious stuff

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Sound solution by ISI system

back cover

TEKWeek

Sejin-no-hi

Sony/Tek to celebrate its 20th anniversary

TOKYO—Sony/Tektronix officially becomes a new "adult" company next Thursday, May 16, when it celebrates its 20th birthday or "sejin-no-hi" with a special ceremony, private show, reception and a visit by Oregon Governor Vic Atiyeh.

The festivities will take place at the Hotel Pacific with a ceremony at 9 a.m. in Fujinami Hall followed by the opening

of the Sony/Tek private show at 10 a.m. in Manyo exhibition hall.

Attending will be board members and top management from Sony, Sony/Tektronix and Tektronix along with Governor Atiyeh. The governor will be in Japan next week for a five-day working business trip.

The Tek Board of Directors will present a plaque to Sony/Tek for achieving 20

years of growth, prosperity, and accomplishment in pursuing its business mission.

Sony/Tek's 20th anniversary private show will be held May 16-17 with the theme, "Our 20th Anniversary and the Future." Twelve technical seminars are planned, and the entire product line of Sony/Tek and Tek will be shown in the 18,514 square foot exhibit hall.

Some 6000 visitors from 500 enterprises are expected for the two-day show. A reception for special customers will be held following the show's closing on Thursday.

The private show will also be held in Osaka May 21-22 at the main hall of the Ohbayashi building with six technical seminars and product exhibit for some 2000 visitors.

Tek's Board will meet in Tokyo May 13-17 with business sessions, presentations by the Sony/Tek management, dinner for

Sony officers and tours of Sony/Tek headquarters and facilities.

The Sony/Tek Board will also meet May 14 at the Gotenba plant followed by the shareholders meeting on May 15.

Earlier this year, Sony/Tek employees celebrated the company's 20th anniversary on March 1 with individual Baumkuchen cakes (tree cakes with rings and Sony/Tek trademark in center), indicating long life.

Employees also received new uniforms with the Sony/Tek trademark and special issue of *The Art* (State of the Art), company publication, with the history of Sony/Tek and congratulatory messages from S/T board members and friends.

To climax the 20th anniversary celebration, an all-Sony/Tek sports festival will be held September 20 at Tsumagoi Leisure Land in Shizuoka prefecture.

Photo coverage and excerpts of speeches from next week's 20th anniversary celebration will appear later in *Tekweek*.

Sony/Tek's mission has three distinct functions

Sony/Tektronix, a 50/50 venture of Tektronix, Inc. and Sony Corporation, was formally established on March 3, 1965 to (1) manufacture in Japan and to sell in Eastern Asia Tek-designed products and (2) engage in research and development work to produce Sony/Tek products and to manufacture them in Japan and sell throughout the world.

Midoriya Electric Co. Ltd., an independent distributor, represented Tek in Japan before 1965 but business circumstances made it evident that the Japanese market could not be adequately served from Beaverton. In addition, Japanese competitors were beginning to get a foothold in other markets like Australia. A joint partnership with a Japanese concern was the practical approach to better reach these customers.

"We had numerous offers from Japan, but I have not felt that the necessary compatibility of interests existed until I had an opportunity to meet the founders of Sony Corporation," Howard Vollum (Tek founder) told the Tek Board of Directors in 1964.

Howard, then President of Tek, said Sony's history and approach to business and technical problems parallels Tek's history and approach in surprising fashion. Both are engineering oriented to a high degree; both are relatively young concerns which have succeeded on the basis of technical excellence of their products and aggressive marketing.

Sony/Tek's mission is to develop the Japanese market and expand overall business of the two shareholders by supplying Tek and Sony/Tek products to customers in Japan, and by exporting Sony/Tek products to Tek for sale in the rest of the world.

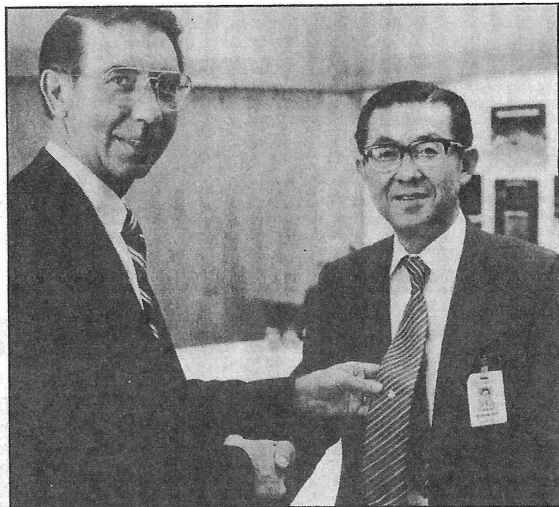
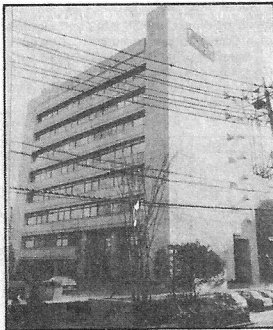
To accomplish this mission, Sony/Tek has three distinct functions:

- Provide comprehensive sales and service in Japan for all Tek products (except those from the Grass Valley Group) and for all Sony/Tek products.

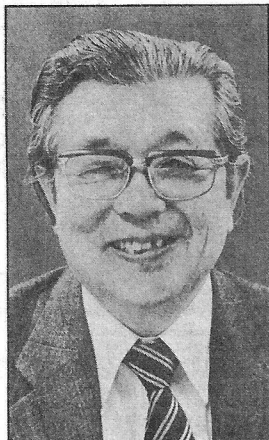
- Manufacture portions of the Tektronix line of products for sale in Japan.

- Design and manufacture products under the Sony/Tek brand which are sold and serviced in Japan by Sony/Tek and exported to Tektronix for marketing in the rest of the world.

Sony/Tek has an eight-member board of directors, with four members designated by each shareholder. The Board meets four times a year. Current members are Takatoshi Kodama (chairman), Takashi Kumakura, Saburo Oya, Michio Tomura, Russ Fillinger, John Landis, Allan Leedy, and Wim Velsink.



SONY/TEK PRESIDENT Takashi Kumakura (right) received his 20-year anniversary tie tac from Tektronix President Earl Wantland during his Beaverton visit last fall. Both Takashi and Earl will be present for Sony/Tek's 20th anniversary celebration in Tokyo next week. Headquarters building for Sony/Tek (left photo) is this eight-story structure completed in November 1980.



SABURO OYA
traces Sony/Tek growth

In just 20 years

Sony/Tek: 'You've come a long way'

By RICHARD KOE

No matter how you look at it, Sony/Tektronix has come "a long way" in its brief 20-year history.

Just ask Saburo Oya, Sony/Tektronix managing director, who has been with the joint venture company for 19 years.

In Beaverton for business consultations earlier this spring, Oya took time out to reminisce about Sony/Tek's early days and how they compare as the company gets ready to celebrate its 20th anniversary.

Oya joined Sony/Tek in 1966, coming from NCR Japan where he was involved in marketing. He started marketing operations at S/T and direct marketing to customers officially began in December 1967.

The first field office was in Tokyo with only 14 employees including five field engineers and two in sales promotion. Additional offices appeared on the scene

in Osaka, Japan's second largest metropolis, and Nagoya, midway between Osaka and Tokyo.

Twenty years later, Sony/Tek now has seven field offices with locations in Fukuoka, Atsugi, Tama, Tsuchiura and Sendai besides Osaka and Nagoya, covering the length and breadth of Japan. Another field office will open next October in Omiya, just north of Tokyo.

Sony/Tek's manufacturing has also grown—from assembling of Tek products (561A, 564, 3A1, 3B3, 545B, 1A1-1A2 and 585A complete with vacuum tubes and ceramic strips) to its own 300 Series (305, 335, 336), 380-1 TV service scope and 390AD, among others.

Total employees in 1966 were less than 100. Now S/T has more than 900 including over 400 in Tokyo and some 200 in Gotenba.

Sony/Tek operated out of a small rented building in the early days. Now it occupies its own modern, eight-story structure, completed in 1980, in Tokyo's

Shingawa District with offices, cafeteria, classrooms and even underground parking.

Manufacturing began moving in January, 1976, to the Japanese resort city of Gotenba, located northwest of Tokyo at the foot of Mt. Fuji and near two national parks. The first building totaled 8000 square meters with two stories. A warehouse building with skybridge to the original structure was added later on the 27,000 square meter site.

Sony/Tek was Sony Corporation's first joint venture. Since 1966 Sony has formed 50/50 ventures with Texas Instruments, CBS and Wilson Sporting Goods in addition to establishing a trading company which handles airplanes, boats and refrigerators.

Oya has also grown with Sony/Tek. The former marketing manager became the company's managing director in 1972. Looking back at the last two decades, Oya believes Sony/Tek has had a successful history. He expects even more in the next 20 years.