2467 takes fast lane to market

A production feature of the 2467 that will get some special attention at Tek's Engineering Forum in March is its short time to market—just 16 months from definition of product to product shipment release. Project manager George Koliba credits this short time to market primarily to the involvement, commitment, and cooperation from the beginning of all participating groups—engineering, marketing and marketing in Portables, and the component suppliers, such as EDO (for CRT's) and Forest Grove (circuit boards). "Everybody understood the importance of the product and how they could contribute. As a result, they were all willing to put in the extra hours needed to meet the schedule," George also cited some other elements that benefited the schedule:

- "There was no 'creeping features set' mentality." At the beginning when they defined the project, they listed some features they'd like to include, if possible. As it turned out, they were able to include all those features, but they didn't keep adding others along the way.
- Basically they were combining the technology of two very well proven products—the 2465 and 7104.
- The engineering design team for the 2467 was much the same as for the 2465, so they didn't have to re-invent the wheel. Another example of continuity is that Skip Hillman, options project manager for the 2465, is now the product marketing manager for the 2467.

### Become a believer

"Seeing is believing" is the slogan for the 2467 portable scope introduction, and with good reason. A short demonstration will do more than any number of words to convince you that the 2467 does indeed do what it's supposed to do: to show you what you can see on any other portable.

And because "Seeing is believing," the 2467 marketing people have a proposition for all users of oscilloscopes at Tek. After all, not only do we build oscilloscopes, but we use a lot of our own products. And they know that some of us would be able to put 2467's to good use. So what they'd like to do is provide interested employees with more information, and show you an 11 minute video tape that will make a believer out of you. It has everyone else.

### See thing's you've been missing with your current scope.

Send your name, mail stop and phone number to:
Bright Eye, 47-837, and you will be invited to a free demo of the 2467.

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### scope application

**BRIGHT EYE**

SEEING IS BELIEVING

DEMO TECHNIQUES