The engineers, technicians and scientists who developed the Phaser® 340 color printer got a big pat on the back last week as they celebrated winning two major industry awards.

CPID Engineers Congratulated On Winning Industry Awards

Senior Managers Applaud Product Development Effort Leading to New Distinctions

"This is a great achievement on your part," Ron Adams, vice president of CPID Research & Development, told the group.

Steve Palmquist, left, CPID's vice president of Engineering, and Ron Adams, CPID vice president of Research & Development hold awards from *PC Computing* and *PC Magazine*.

Filling the Building 63 cafeteria where they devoured bowls of ice cream, they saw first-hand the trophies and write-ups praising their product, which is taking the color-printing industry by storm. Here's what they were celebrating:

• *PC Magazine*, the world's foremost personal-computing publication, at Comdex awarded the Tektronix printer its Technical Excellence award in the Printers category. Tek printers had been nominated twice before, and this was the first time Tektronix had landed the prestigious honor.

• *PC Computing*, another leading industry publication, also at Comdex awarded the Phaser 340 printer the Most Valuable Product award in the color-printing category. This is the third year in a row Tektronix has won this award with members of the Phaser family of color printers.

The editors of both magazines were effusive in their praise of the

Phaser 340, which they selected over competing products from Hewlett Packard, Apple, and Lexmark. (See *Tekweek*, Dec. 1, 1995)

Focus on Product Development

"This is significant because it's an award basically to a development team," Ron told the group, referring to the Technical Excellence award. "Only eight products in the entire computer industry were given these awards for Technical Excellence, and you should be proud of that."

Steve Palmquist, the division's vice president

It was standing room only in the Building 63 cafeteria as CPID engineers celebrated the awards commemorating their Phaser 340 product-development efforts.

of Engineering, concurred with the outstanding merits of the Phaser 340 printer, but added a twist: "It's a great product. But what's more important than the product is the fact that we've got a team of people here with the ability to go out and do this type of thing over and over again."

Selected Milestones

In his address to the group, Steve mentioned four instances during the development

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process that stand out in his recollection.

The first, he said, was when he joined the development effort in midstream and was shown a cardboard mock-up of the printer-to-be. "When I saw the enthusiasm, I knew that somehow this team was going to win," he said.

The second was when the very first piece of hardcopy was produced by the infant printer. "There were 60 people standing around this box, cheering," he said. "I knew these were people with a vision."

Third was near the end of the project when Manufacturing Manager John Major told Steve he wanted PSR (the date when the product is ready to be shipped) moved in earlier. "I'd never seen Manufacturing so committed to getting a product to market," Steve recalled.

And Steve's fourth instance occurred during the PSR meeting. There'd been difficulties with producing transparencies until the team knuckled down and beat the seemingly insurmountable problem. "I remember when Jerry Call (of Marketing) stood up during the meeting and said we now had stellar transparencies," he told the group.

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The development team members joining in last week's celebration represented a cross-section of disciplines, including hardware engineers, software engineers, electrical engineers, mechanical engineers, manufacturing engineers, various technicians and scientists, among other categories.