

What's In A Name?

Finally — The People Behind Tek's Street Sign Names

Do the names Bardeen, Thomson, Blumlein, Braun and Schottky seem as familiar as signposts? If so, perhaps it's because the names of these famous scientists have identified the streets on Tektronix' Beaverton Campus since the early-1980s. The names were chosen to emphasize the company's respect for leading-edge scientific enquiry. For those of us who've long wondered about these names, here's a short rundown on a few of them, with others to follow in later issues of *Tekweek*:

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Analogic Corp., based in Peabody, Mass., is a leader in advanced data conversion and computer-based signal processing instruments and systems. It also designs and manufactures test and measurement instrumentation, industrial process control equipment, array processors and imaging systems. Analogic is also a major supplier of medical systems and subsystems.



Karl Braun. The German physicist who shared the 1909 Nobel Prize in physics for his work in developing the radio. Braun increased the range of Marconi's transmitter, invented the crystal rectifier — which allows current to flow in only one direction and improves radio transmission — and invented the oscilloscope, with which we are all familiar.

John Bardeen. An American physicist who shared the 1956 Nobel Prize in physics for the invention of the transistor and the 1972 Nobel Prize for developing the theory of superconductivity. As Bardeen suggested, electrons superconduct in an extremely cold state, or move about creating negligible friction and a corresponding loss of energy.

Claude Elwood Shannon.

The American mathematician developed in 1948 a mathematical theory of communication that was later called information theory. Shannon defined information as the degree of freedom the information source has in choosing among language elements to compose a given message. This work opened new paths of mathematical research.

Vladimir Kosma Zworykin.

The Russian-American has been called the father of television. Upon arriving in the U.S. in 1919, he soon patented the iconoscope, the first television transmission tube. After later patenting the first color tube, he became director of RCA's electronics research laboratory, remaining with the company until his retirement in 1954. His inventions include a system to convert ultraviolet or infrared light into visible light. Zworykin also worked on developing the computer and electron microscope.