

## New Tek division announced for display instruments

Formation of a new Tektronix division, which will design and later manufacture and market display instruments and large-screen monitors, was announced to employees Thursday by President Howard Vollum.

The announcement marked Tektronix' first diversification into a field other than laboratory cathode-ray oscilloscopes, in

which we hold a leading position worldwide.

Both the monitors and the display instruments will capitalize on one of our major technical breakthroughs of recent years — development of a simplified, rugged storage cathode-ray tube.

Use of the tube has been limited heretofore to oscilloscopes capable of retain-

ing a displayed electrical signal after that signal has ceased. However, Tek's resulting storage technology led to conjecture that we might also have applications in fields other than oscilloscopy, Howard said.

Among the most likely possibilities were:

**Large-screen monitors** for the computer industry. "Our storage-tube monitor would provide a very economical answer to that industry's emerging requirements for remote, rapid readout of information," Howard pointed out.

**Display instruments** for the office-equipment market. These instruments will have the capability of transmitting (over long as well as short distances), displaying and providing "hard" permanent copies of typewritten information.

Feasibility studies conducted during the past year resulted in the decision to form the new division, not yet named.

Initial divisional responsibility has been assigned to Norm Winningstad, who also will be responsible for its engineering effort. Frank Consalvo will be Manufacturing, Marketing and Administrative manager. Both will report to Howard.

Norm, who joined Tektronix in 1958, has been engaged in development of some of our most sophisticated products, including sampling and digital readout oscilloscopes, and special display instruments. He has most recently been manager of Display Devices Development in Engineering.

Frank, who has had 10 years experience in computers and in data processing and systems, has been Systems & Planning director since 1962. He has been responsible for the company's computer installation and its applications to marketing and manufacturing systems.



**NEW DIVISION** for display instruments and large-screen monitors will be headed by Norm Winningstad (left), who will also be responsible for the engineering effort, and Frank Consalvo (right), Manufacturing, Marketing and Administrative manager. Both will report to President Howard Vollum. Norm has been Display Devices Development manager, and Frank, Systems & Planning director.