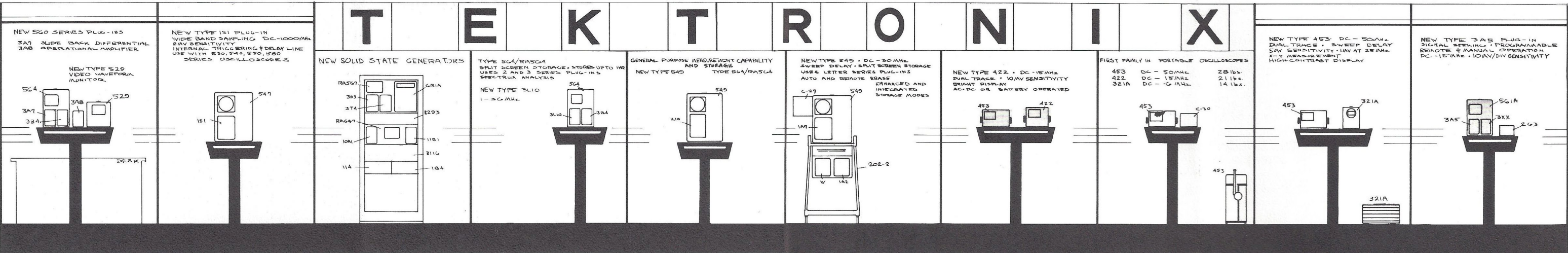


Technical sessions, exhibit booth readied for Wescon

Tek to show 12 new instruments at Cow Palace



EARLY WORKING DRAWING for Tek's Wescon booth layout shows how our instruments will be displayed.

FINAL LAYOUT will be somewhat different in respect to some instruments and their writeups.

San Francisco's Cow Palace is full of activity this week as final preparations are made for Wescon, the 1965 Western Electronic Show and Convention, August 24-27.

Workmen were busy setting up 1000 displays in the main arena and exhibit halls, and final details were made for presenting 110 technical papers in specially-built meeting rooms and in downtown hotels.

Wescon officials expect a record turnout of 35,000 registrants at this year's show, topping the 1963 turnout of 33,000. Attendees will include scientists, engineers and electronics industry executives. The show is jointly sponsored by the Western Electronic Manufacturers Association and the IEEE.

A highlight of this year's convention will be an all-new technical program presented by universities and electronics firms. These sessions will be heavily oriented to electronics systems for space projects, computer controlled industrial systems and microminiaturization of electronic parts.

Tektronix personnel will present a 3½-hour technical session on portable and storage oscilloscopes on Tuesday, August

24. Speakers will be Oliver Dalton, Gene Andrews and Russ Fillingner from Instrument Engineering; Orv Olson and Pierre Morinaud from DDD Process Development; and Geoff Gass from Product Information.

Lang Hedrick, Tektronix Instrument Engineering manager, will be session chairman; and Ralph Show, Instrument Engineering, will be session director. Professor Michael O'Flynn, San Jose State college, will be Wescon observer to the session. (See Tekweek, July 16, for details.)

Tektronix' Wescon booth, located near the west entrance in the South Exhibit hall, will be 50 feet long, largest Tek exhibit ever at Wescon.

The booth was shown for the first time at IEEE last March where it and Tek booth personnel won two awards:

Microwave Journal plaque, for winning in the "Nothing But the Best" competition; and Electronic Sales & Marketing Association award for "best booth services and marketing through exhibits".

The ESMA award was presented to Tektronix for "having clearly demonstrated a thorough knowledge of marketing through trade exhibits and the ability to employ its display to full advantage in creating the best sales message and image for its products and services."

Twelve new Tektronix instruments will be introduced at the Wescon booth, largest number ever. (See accompanying story for description of the new Tek instruments.)

Numerous Tek employees will be at the four-day Wescon show. Seventy Engineering personnel will attend on a day-to-day rotation basis, with the majority from Instrument Engineering and Preproduction Engineering.

This large number is possible because San Francisco is only 1¼ hours by jet

from Portland. Furthermore, engineers attending the show will be able to see their products at the show and get a glimpse at the overall electronics business.

Lang Hedrick told Western Electronic News in a recent interview that the primary benefits Tek derives from sending delegates to Wescon is "broader understanding of the overall nature of the measurement instrument business".

He added that Tek instrument design engineers also attend the show to discuss the company's instrument capabilities to customers. Their attendance makes for more effective communications about Tek products between Tek's field engineers and customers.

In addition to engineers, Tek representatives from Manufacturing and Marketing will also be at Wescon.

Marketing will be represented by field engineers from each US region as well as Beaverton Marketing support personnel.

Four Tekes will also be meeting on various committee meetings at Wescon. Norm Winningstad, DDD manager; Ralph Show and Chuck Samuel will meet with the IEEE Subcommittee on Oscilloscopes August 24. Norm is chairman of the subcommittee. Chuck Gasser, Advertising manager, is a member of the Wescon Exhibits committee which will meet August 21-23.

Tektronix will introduce a record number of new instruments—12 in all—at Wescon/65 next week in San Francisco's Cow Palace.

Five of these instruments were shown at the Wescon press conference last June and described in Tekweek July 30. They are: 453 portable 50-MHz dual-trace oscilloscope; 549 fast-writing delayed sweep storage oscilloscope; 3A5 automatic "seeking" plugin; 3L10 1 MHz to 36 MHz spectrum analyzer; and C-30 small lightweight camera for portable oscilloscopes.

The other seven instruments, announced to the press this week, are:

The Type 529 waveform monitor; 3A7 differential comparator; 3A8 operational amplifier; 116 programmable pulse generator; 293 programmable pulse generator and power supply; 184 time-mark generator; and 1A7 high-gain differential amplifier.

All 12 instruments will be shown in

the 50-foot-long Tektronix exhibit, located in booths 3818 to 3822, near the west entrance of the South Exhibit hall. Booth hours are 9:30 a.m. to 6:30 p.m. on Tuesday and Friday; and 9:30 a.m. to 9:30 p.m. Wednesday and Thursday.

The following is a brief description of the seven newest instruments:

Type 529 waveform monitor is a transistorized replacement for the Type 527 introduced in 1960. It is smaller in size, and generating only one-third of the heat, requires no fan.

Widespread interest has been expressed in the Type 529 by TV engineers both in this country and abroad. The performance capabilities of the 529 far exceed those of the 527.

Type 3A7 differential comparator rounds out our differential comparator product line which began with the Z unit, replaced by the W unit, for the 540-550 series of scopes. The 647 has a somewhat comparable unit in the 10A2.

The 3A7 now completes the line for the 560-series. Differential comparators allow extremely accurate measurements of voltages. The 3A7 has 1 mV/div sensitivity, ±11 V dynamic range and 8 MHz bandwidth.

Type 3A8 operational amplifier provides O-unit capability for the 560-series of scopes.

Type 116 programmable pulse generator is primarily intended for applications where various combinations of pulse amplitude, polarity, shape and other parameters are required in rapid sequence. All functions are programmable, yet the 116 can be operated from calibrated front-panel controls if desired.

Type 293 programmable pulse generator and power supply is especially useful in testing time and charge parameters of semiconductor devices, and measuring

switching and propagation times of micro logic circuits. Programmable functions include period, width, amplitude, voltage power supply output, and current power supply output.

Type 184 time-mark generator is a compact wide-range time-mark generator and is unique in having a 500-MHz output. Marker push buttons are self-cancelling so that when any marker button is pushed, other buttons are automatically released. It is transistorized. Very versatile for many laboratory or production-line applications.

Type 1A7 high gain differential amplifier is a general purpose plugin unit which can be used for any Tek 530, 540, 550 or 580 series scopes. It offers measurement capabilities previously unavailable in a plugin unit, featuring simplified dc balancing, wide range sensitivity, and selectable upper and lower 3-dB points.

This year's Wescon show is being held concurrent with the sixth International Circuit Packaging symposium and the IEEE Group on Electron Devices national symposium.

Tekweek will keep readers posted on Wescon/65 in next Friday's edition.