

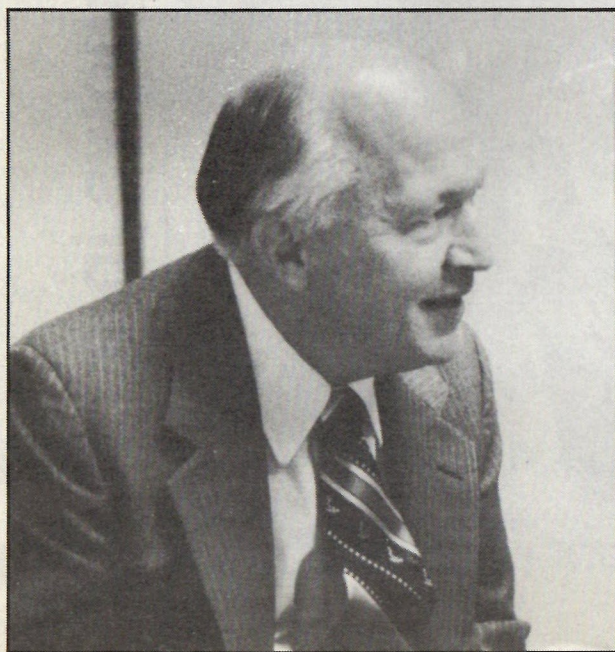
4000 invitations

Product show to highlight Sony/Tek anniversary

One of Tektronix' oldest and most enduring partnerships took center stage early this month when Mr. Takashi Kumakura, president of Tek's Japanese joint venture, Sony/Tektronix, came to Beaverton for a two week visit.

His stay—he averages one such trip each year—included talks with senior Tek managers and tours of group and division facilities.

Tekweek squeezed 20 minutes out of his busy schedule to talk with Mr. Kumakura about the Japanese marketplace. Also on hand was Russ Fillinger, Tektronix' representative to Sony/Tek who began his Tokyo assignment this spring.



RUSS FILLINGER is Tek's representative to Sony/Tektronix in Japan. Along with his wife **Clair**, Russ lives in Tokyo for the duration of his assignment. He accompanied Mr. Kumakura to Beaverton for the early September visit.

First, though, an overview of the operation:

Sony/Tektronix was established nearly 20 years ago when Tek saw the need to establish itself as a local Japanese company. Japanese governmental regulations were making it increasingly difficult for foreign businesses to sell their goods in Japan, and, at the same time, a number of local companies had begun duplicating Tek's line of bread-and-butter oscilloscopes.

Thus, the desire to get a foothold in that burgeoning—and threatened—market. By law, the only way to go about that was to form a joint venture.

A company strikingly similar to Tek, both historically and philosophically, was the Sony Corporation, and in March of 1965 the two companies formed Sony/Tektronix. S/T was not only Tek's first joint venture, but it was also the first such coupling to be owned 50/50 by American and Japanese companies. Up until that point, Japanese policy required at least 51 per cent control to remain in local hands.

Operationally, the company is comprised of three functions:

One arm designs, builds, and sells Sony/Tektronix-labeled products into the Japanese market. (The 300 series logic analyzer family is one such group). Tektronix markets and services these S/T products world wide.

In another sense, Sony/Tek acts as the distributor for all Tektronix products in Japan.

Lastly, Sony/Tek is an assembly operation, taking designs and parts from Tek Inc. and putting them together for the local market.

First on the Tekweek/Kumakura agenda was an overview of plans for celebrating the upcoming 20th anniversary. According to Mr. Kumakura, (who celebrated his own 20 years while in Beaverton), an invitation-only show of Sony/Tek and Tektronix products for 5000 customers will highlight the occasion. "We had a show like this two years ago and it was a tremendous success," added Russ. "I think of the 4000 invitations that went out there were 4003 acceptances."

Enthusiastic customers translate into healthy sales, right? "Yes, sales are going well," said Mr. Kumakura, "we're meeting our goals." Russ added that the 2400 series oscilloscopes are doing especially well. "They're selling fantastic! To give you some indication, early on when we decided to manufacture the series at Sony/Tek, we set the goal of producing just enough to satisfy the Japanese market. Well, it hasn't worked out that way . . . We're still having to buy products out of Beaverton and Guernsey just to satisfy the current Japanese demand."

High performance products—from all Tek product lines—are the stars of Tek's market in Japan. According to Russ, local competitors have not had much success in the way of high end products.

The low end of the oscilloscope market is a different ballgame. "Japanese scopes are very competitive in this range," said Mr. Kumakura. Their main advantage, he said, is their price. "These scopes are up to 60 per cent cheaper than similar Tektronix products."

Tekweek also asked Mr. Kumakura his thoughts about scopemaker Kikisui's aggressive U.S. advertising campaign directed point blank at Tektronix. Is it a particular concern, or just another ripple in the normal course of doing business? "Well, it's normal," he said. "There's some concern always, of course, as with any severe competition. And not just from Kikisui, but from any direction."



SONY/TEK president Mr. Takashi Kumakura received his 20-year anniversary tie tac from Tektronix president Earl Wantland, during his Beaverton visit. Mr. Kumakura has been with Sony/Tek since its inception; his first task involved spending a year in Beaverton studying Tek's engineering processes and overall operations. (Sony/Tek will celebrate its own anniversary next spring.)



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Interview by **CAROL TALLEY**
Photos by **DON LEIGHTON**