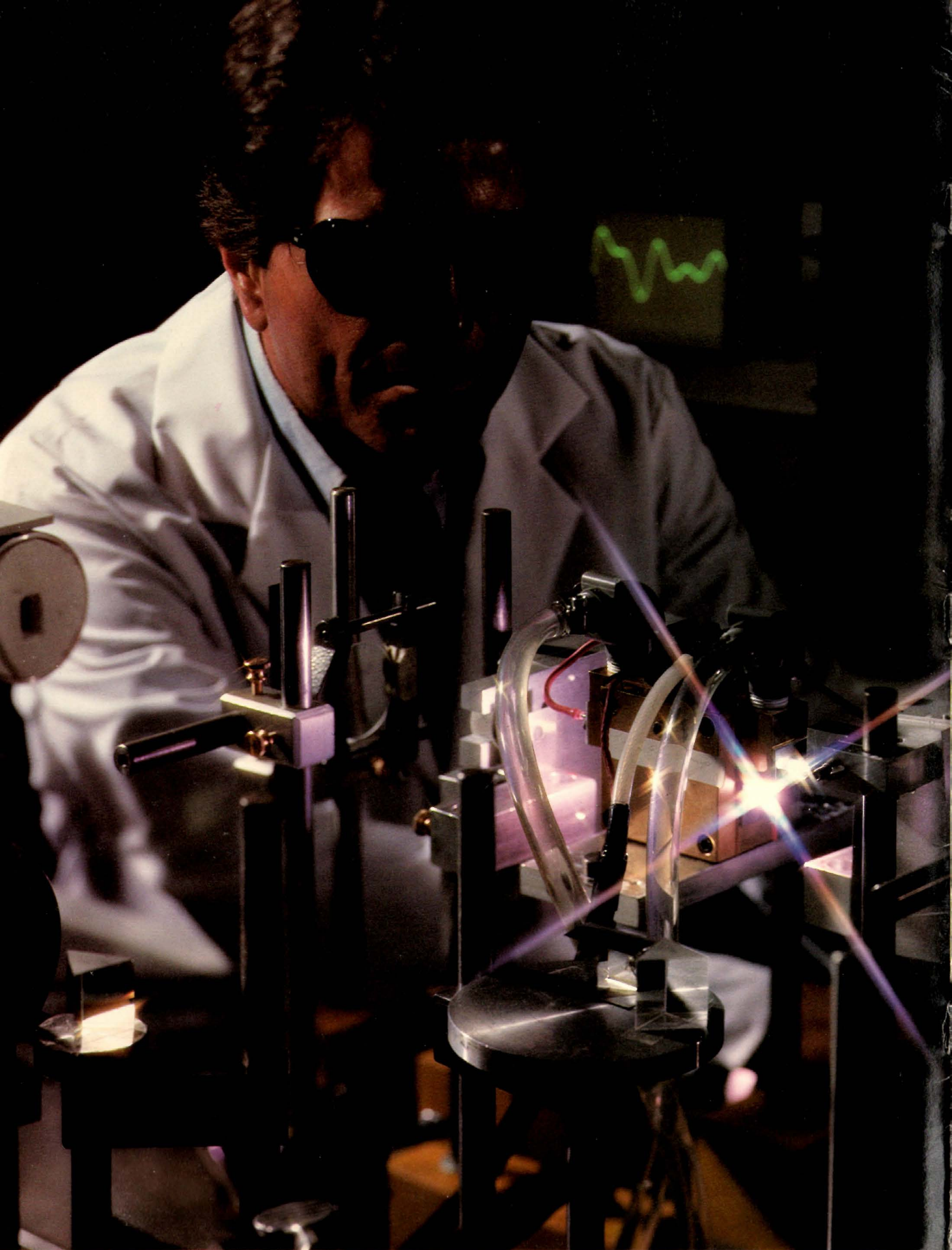
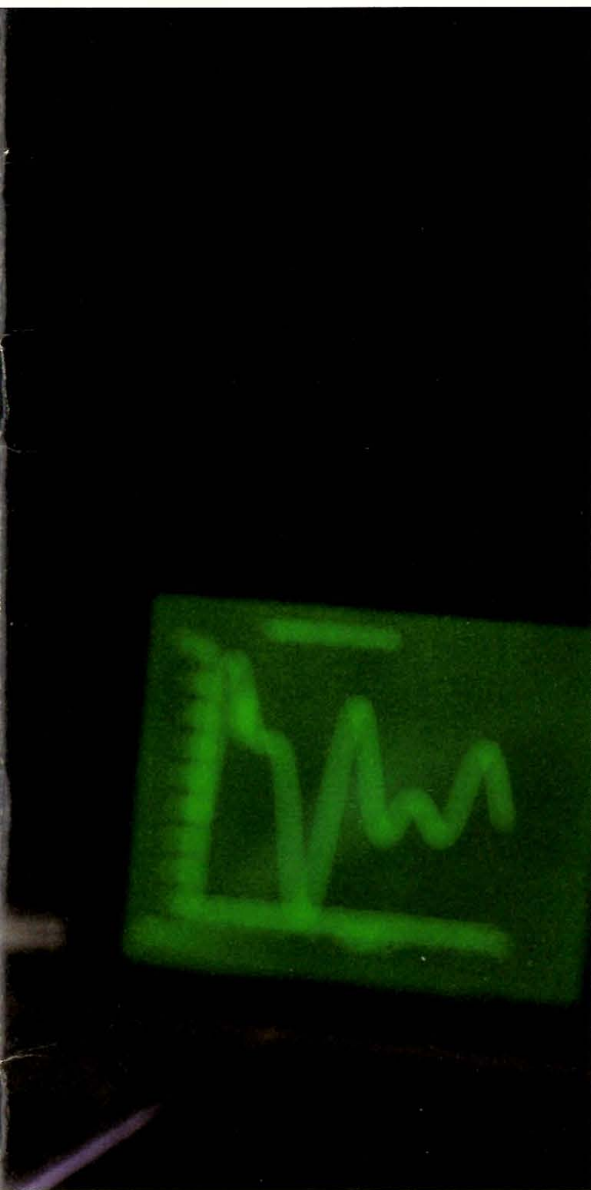


Tektronix
COMMITTED TO EXCELLENCE





At Tektronix, the pioneering spirit is part of our heritage. Like the great innovators of decades past, we strive to develop new ways to solve problems, improve efficiencies or raise standards of performance for those we serve. We've made it our business to create products and services that deliver unmatched value to you and your organization...that provide the greatest return for your investment.

Tektronix has earned a reputation for continual innovation while placing a strong emphasis on the commercially practical.

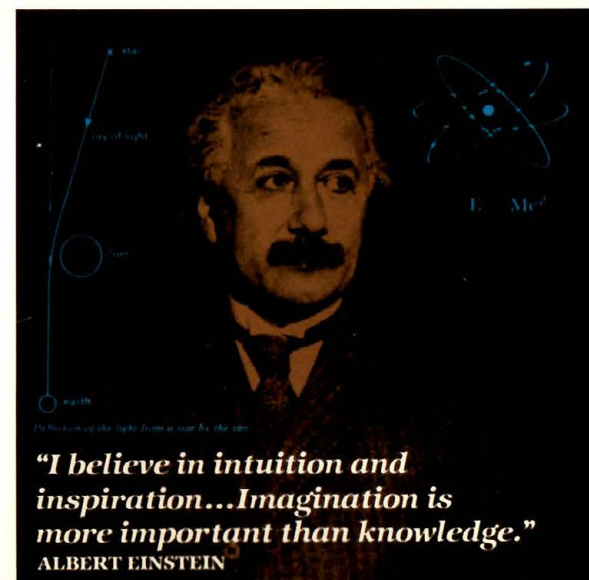
In our business, that's no easy combination. There's a catch in high technology that makes it, if not impractical, certainly a high-risk investment for those who pursue it.

The catch is this: high technology creates its own obsolescence. Tools that offer you new and greater capabilities create new and greater expectations of you. And, in turn, of your supplier.

Your organization's success calls for investing in a supplier committed more to a long-term working relationship than to a single, short-lived idea.

Thirty years ago, Tektronix was six people and one major product: the best oscilloscope in the world. And while that original product is little more than a museum piece, to this day there's still no close second to Tektronix in cathode-ray oscilloscopes. As a worldwide company of over 22,000 people with \$1 billion in sales, we're not only a leader in oscilloscopes, but in all kinds of test and measurement devices. In computer graphics. In television operational equipment and more. For over 50,000 customers.

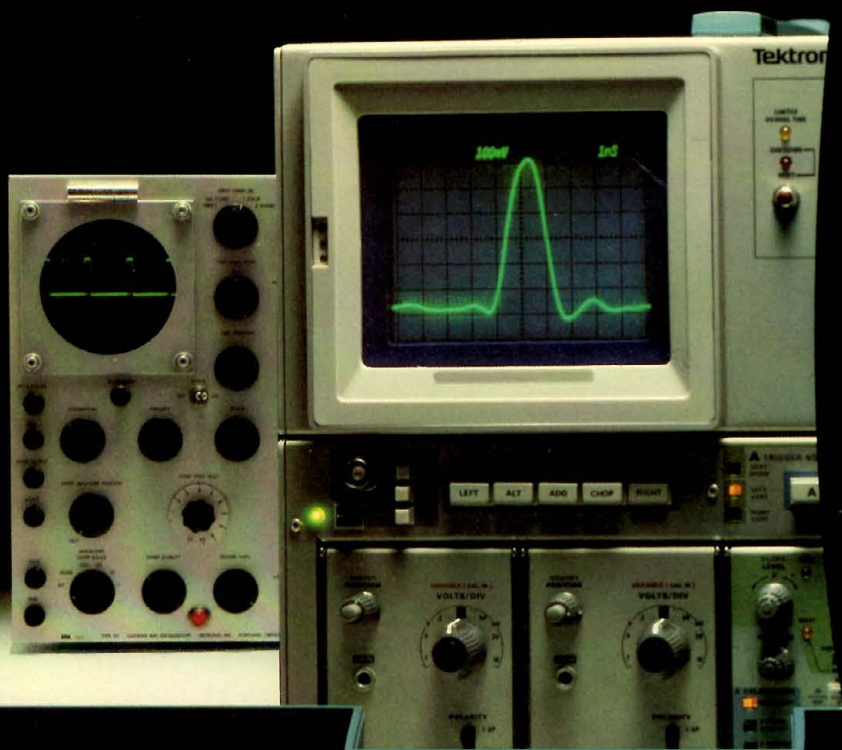
**Pioneering is
our heritage.
Customer satisfaction
is our measure of
success.**



*"I believe in intuition and
inspiration...Imagination is
more important than knowledge."*
ALBERT EINSTEIN

Our growth is built on our customers' growth: year after year they count on us for new, practical answers to their particular needs, designed and manufactured to the highest standards of quality.

We offer more than inventions. We offer solid investments. That's the difference between the occasional good idea that's right for the time, and the long-term value from good hard work that never goes out of style.





Edison was able to jump from one patentable idea to another — from carbon filaments to concrete houses. We hold hundreds of patents ourselves. But they've come one from the other, as evolutions of our expertise and as outgrowths of customer needs.

Our management strategy is to lead our fields by leading from our strengths. This best serves our philosophy of controlled growth. It serves our customers' best interests, too, because the lion's share of our research and development dollars continues to nourish the technologies they depend on.

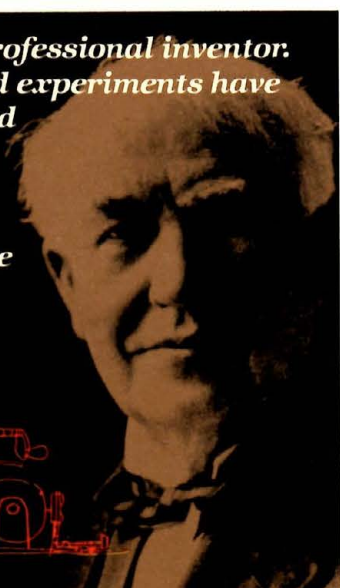
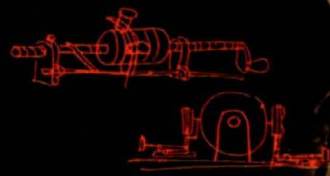
Today, our cathode-ray tube products are far removed from our original product breakthrough back in 1946. Still they're part of the same family tree, grafted from those original, proprietary technologies. By taking a good idea and making it better and better, we've not only anticipated customer needs for scores of new test and measurement applications — we've kept the equipment compatible, familiar, comfortable.

And we're not a me-too supplier. We'll stay out of a market rather than compromise our reputation

Year after year, in an industry where leadership can change with the next technological breakthrough, Tektronix stays out in front.

"I am only a professional inventor. My studies and experiments have been conducted entirely with the object of inventing that which will have commercial utility."

THOMAS A. EDISON



for quality. When, for instance, we did apply our crt expertise to computer graphics, we were able to deliver a product that was not only more reliable and easier to operate, its cost was significantly less than the nearest competitive product.

Patentable ideas are interesting, but marketable innovations are what we highly prize.

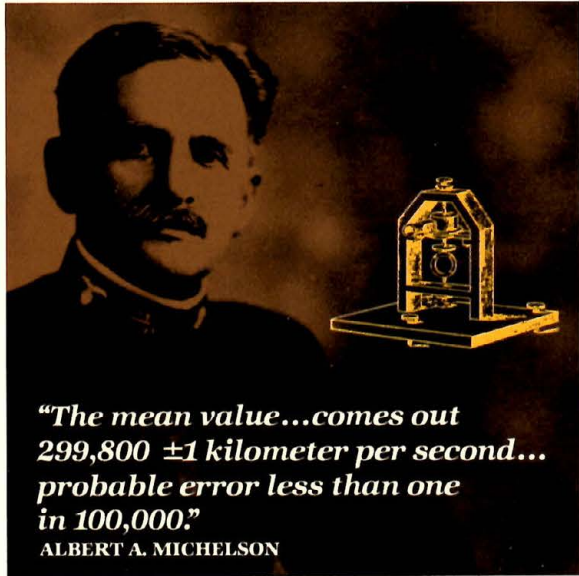




Michelson had a genius for devising extremely precise instruments to measure the speed of light. From his first \$10 rotating mirror to his last mountain-to-mountain apparatus, he pushed accuracy to the limits.


The demand for product capability today is becoming more individual and more exact. You don't want to pay for more performance than you need...or for more performance than you get.

There's no guesswork to our quality. When we tell you a product will meet certain standards of performance, it will.



*"The mean value...comes out
299,800 \pm 1 kilometer per second...
probable error less than one
in 100,000."*

ALBERT A. MICHELSON



We know that means more products. More ingenuity. More time and effort. Improving performance may mean starting farther and farther upstream, at the component level. New integrated circuits for service instruments, surface acoustical wave filters for television products, ceramic components for crt's — they're all recently of our own design, and an advancement of the art.

We manufacture mechanical components to within extremely tight tolerances, so physical operation is smooth and all pieces are precision-fit.

Because we're one of the first — and are now one of the most knowledgeable — users of microcomputers, we're skilled at building programmable products that are easy to use for the broadening markets of non-technical operators.

We engineer for expandability. Our plug-in test and measurement instruments, for example, can be reconfigured hundreds of ways. We can install new, higher performance circuitry in many products already in the field.

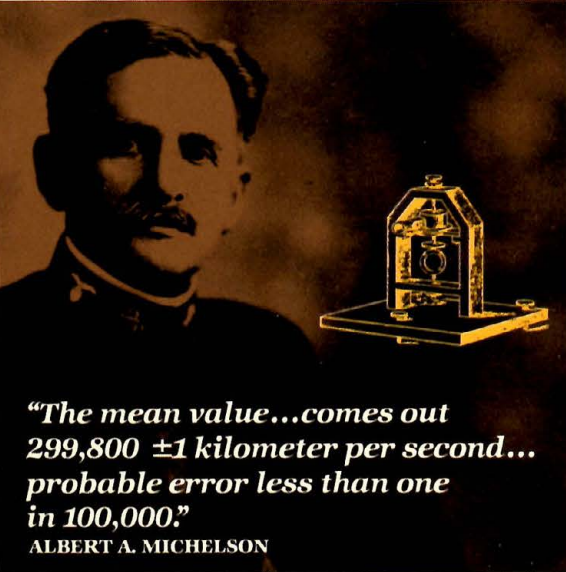
Most importantly, your Tektronix instrument will do what we say it will do. Our product specifications are tight and accurate: if a product fails to perform to published specifications during the warranty period, we correct it or replace it.

That promise is one reason we send all our electronic products through at least two complete prototype builds...one more than do most suppliers: if our customers expect more from us, it's because we expect more of ourselves.

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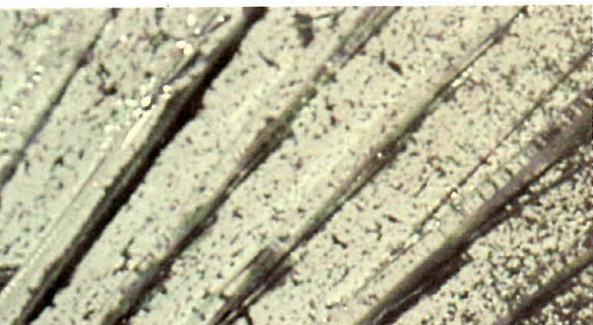
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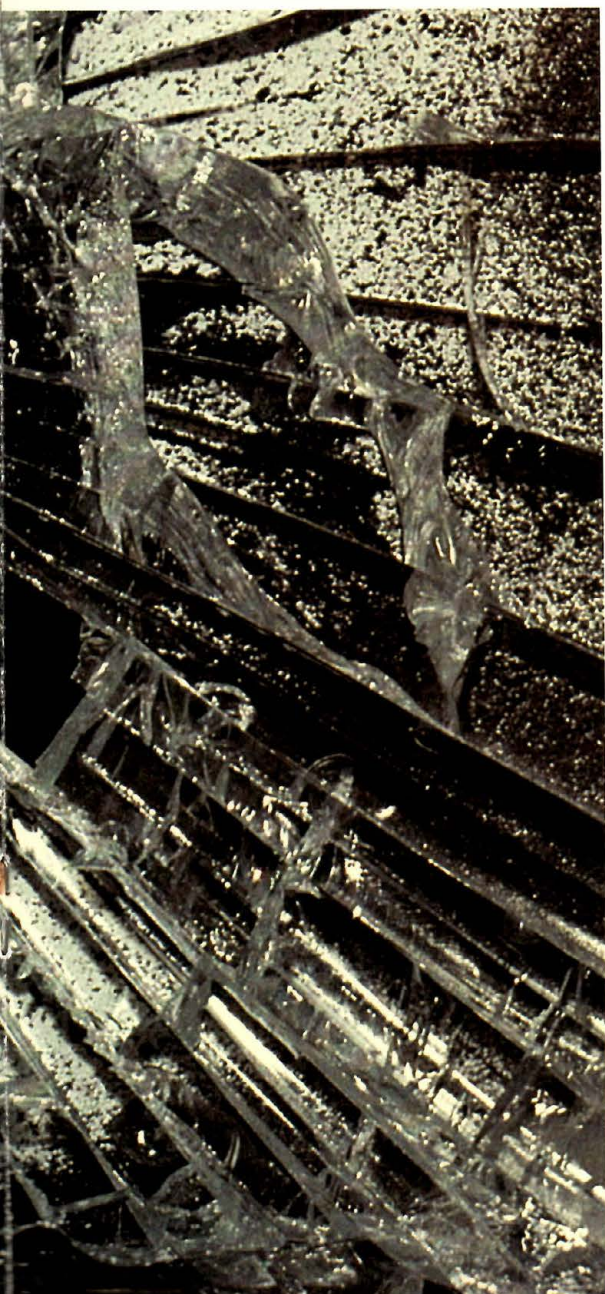
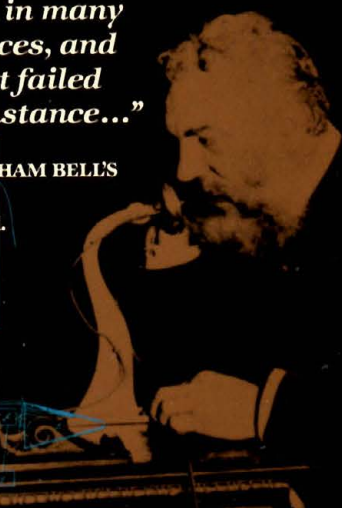
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"There are nearly 100 (telephones) in operation in many different places, and they have not failed in a single instance..."

From a letter by
ALEXANDER GRAHAM BELL'S
father-in-law,
Gardiner Hubbard.



It's no accident that among those who know us, reliability has become a byword for Tektronix. We set reliability goals for a product first, then set about to achieve them in a cost-effective manner.

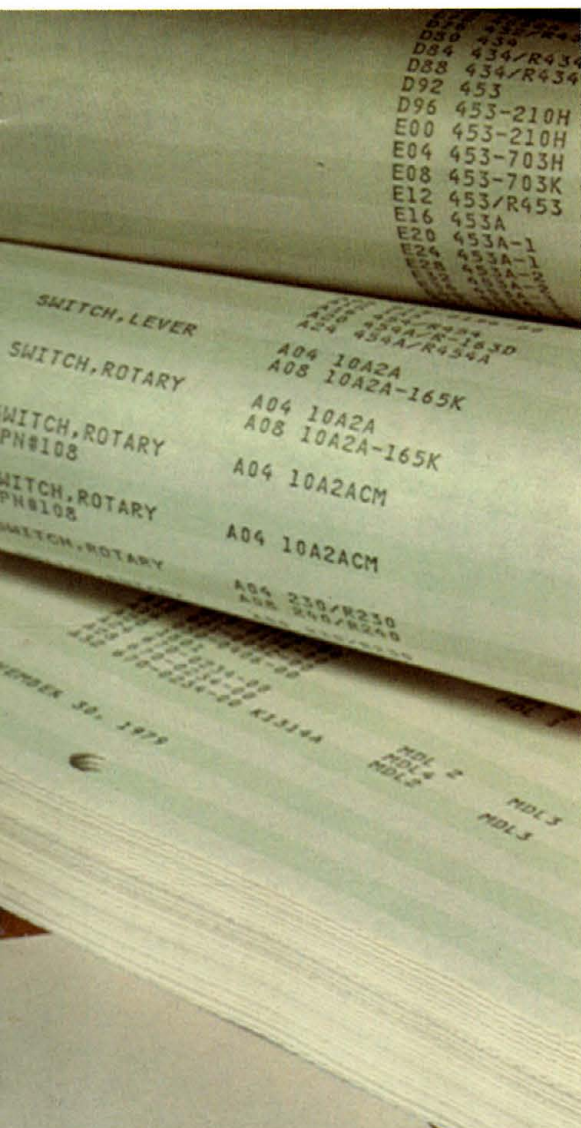
Precision instruments needn't be delicate. We torture our equipment under worse conditions than it will probably ever encounter.

Each component manufacturing group is accountable for rigorous reliability programs supplemented by corporate audits. In integrated circuitry, for example, we have established a checklist of 34 evaluation factors that are among the most severe in the industry...including 15 cycles of rapid transition between temperatures of -55°C and $+125^{\circ}\text{C}$, 10 days of high humidity, and a thousand hours or more of extreme ambient and electrical conditions.

We send some components and products through altitude tests to 50,000 feet. We put others through sulfides, ozone, ultraviolet light, electromagnetic fields, static, shaking, shocking — and accelerated life tests up to months at a time.

We torture products until they fail. Then we find out why. When they fail in the field, we find out why, too. Our reliability labs work with data computed from every field service warranty report for the last 10 years. We use this feedback from the real world to build better products, the kind you can depend on when it really counts.





There are a few things you can count on in this industry. One is that today's state of the art won't be tomorrow's. Another is that Tektronix will support all of its equipment for years to come.

You've only to walk through the rows and rows of vacuum tubes in aging racks at our Home Office Service Center to sense our commitment to long-term product support: with the singular exception of crt's, we haven't manufactured a vacuum tube-based product in years.

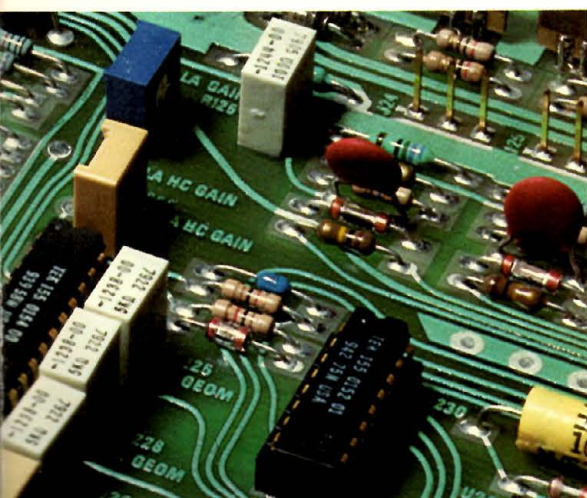
We support every part of every electronic product for many years after discontinuation. In addition to a large investment in inventory, we have a separate manufacturing operation that builds replacement parts for discontinued items.

There are approximately 1300 service people around the world dedicated to servicing Tektronix products exclusively. Our training programs, our service bulletins, diagnostic tools of our own design — they all contribute towards making our service people among the most technically adept in the world.

We arrange our service centers around two customer priorities: to respond as soon as possible; to maintain the product's value for as long as possible.

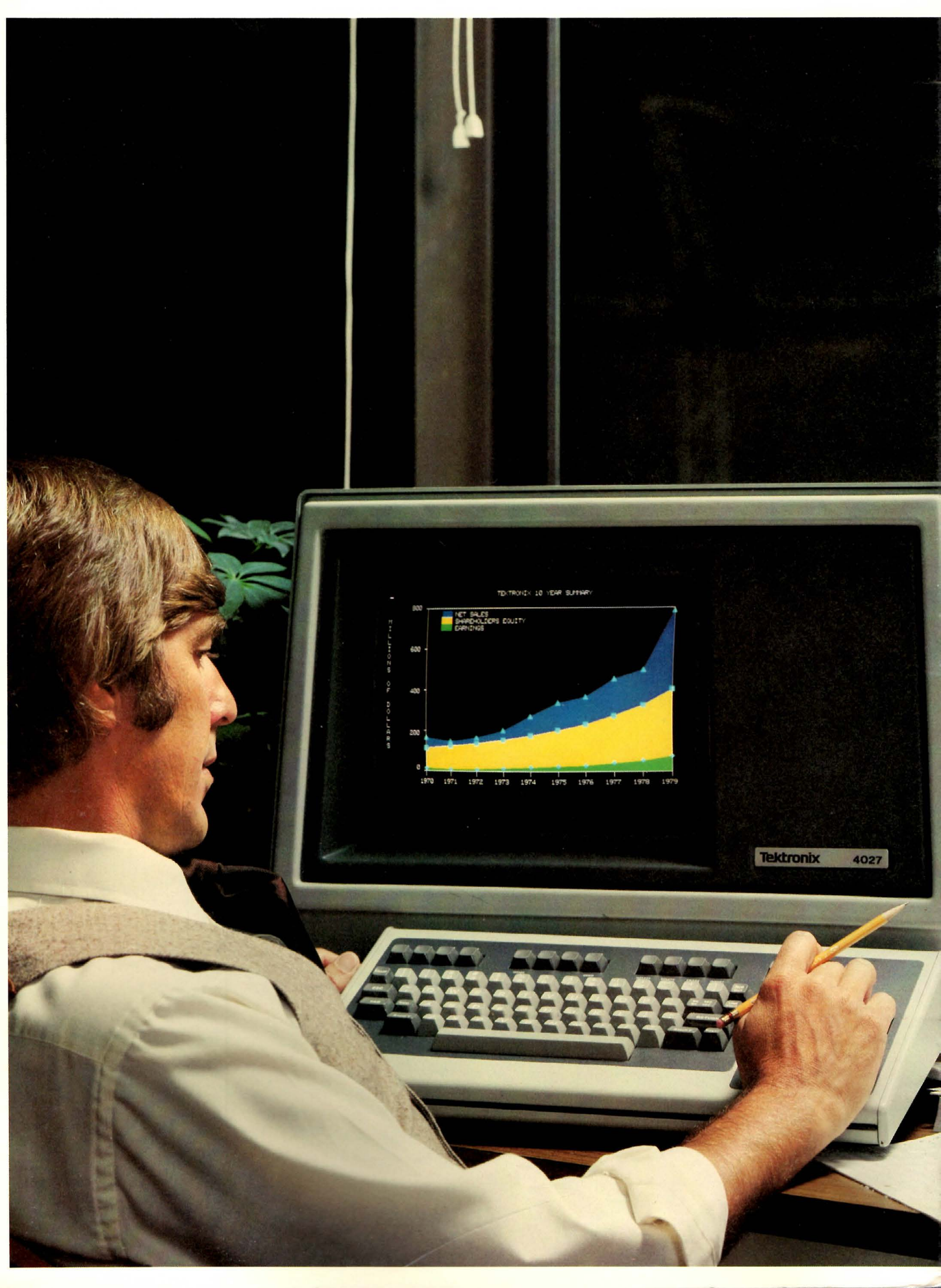
"There were only a few minor hitches on the first afternoon of the electric light age. At one point a fuse blew out and — almost inevitable — it was Edison who insisted on tracking down the fault, climbing down into a manhole where he was discovered...disarrayed, collarless and his white derby stained with grease."

Edison: The Man Who Made the Future
by RONALD W. CLARK

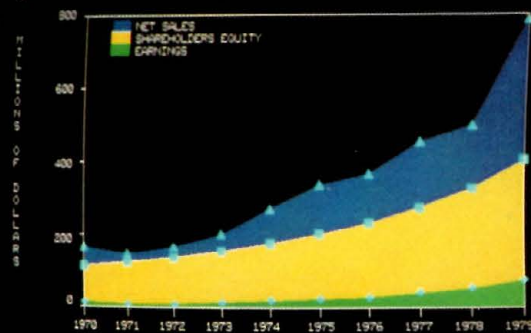


They're also among the most courteous. That too, is by design.

When requested, we'll capably train your own service people. When possible, we'll perform troubleshooting over the phone. And you can be sure of this: no Tektronix product is shipped until service support is solidly in place.



TEKTRONIX 10 YEAR SUMMARY



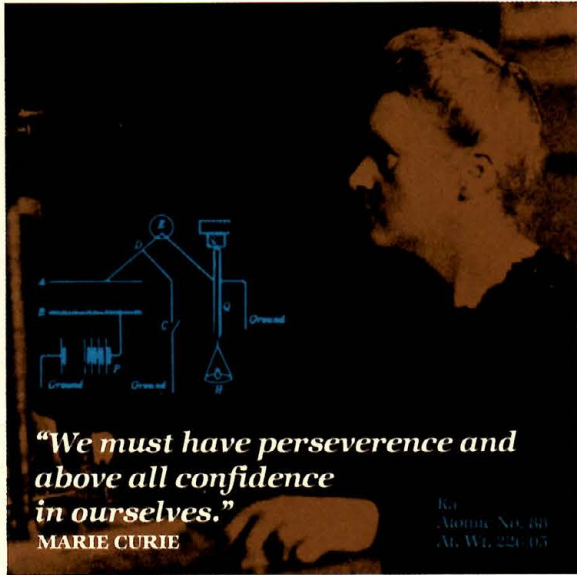
Tektronix 4027

Corporate strength has many indicators: Satisfied customers, sales, profits, personnel, assets, technology, earnings, and new products.

To build up one far ahead of the others sends cracks through the foundations. Lasting strength results from building in balance. Not for one year, but consistently, over the continuum. Like Madame Curie, we have a sense of purpose, goals, and the determination to achieve them. You can make your own evaluation of Tektronix with a copy of our annual report. It carries a 10-year summary.

From the outset, we've placed a premium on thoughtful, far-sighted management. We own virtually all our properties, including some 4 million square feet of working space worldwide. Our diversification has been planned so that no one product line or no one customer accounts for a disproportionate percentage of sales.

We're building on a rock-solid foundation to meet customer needs for years to come.



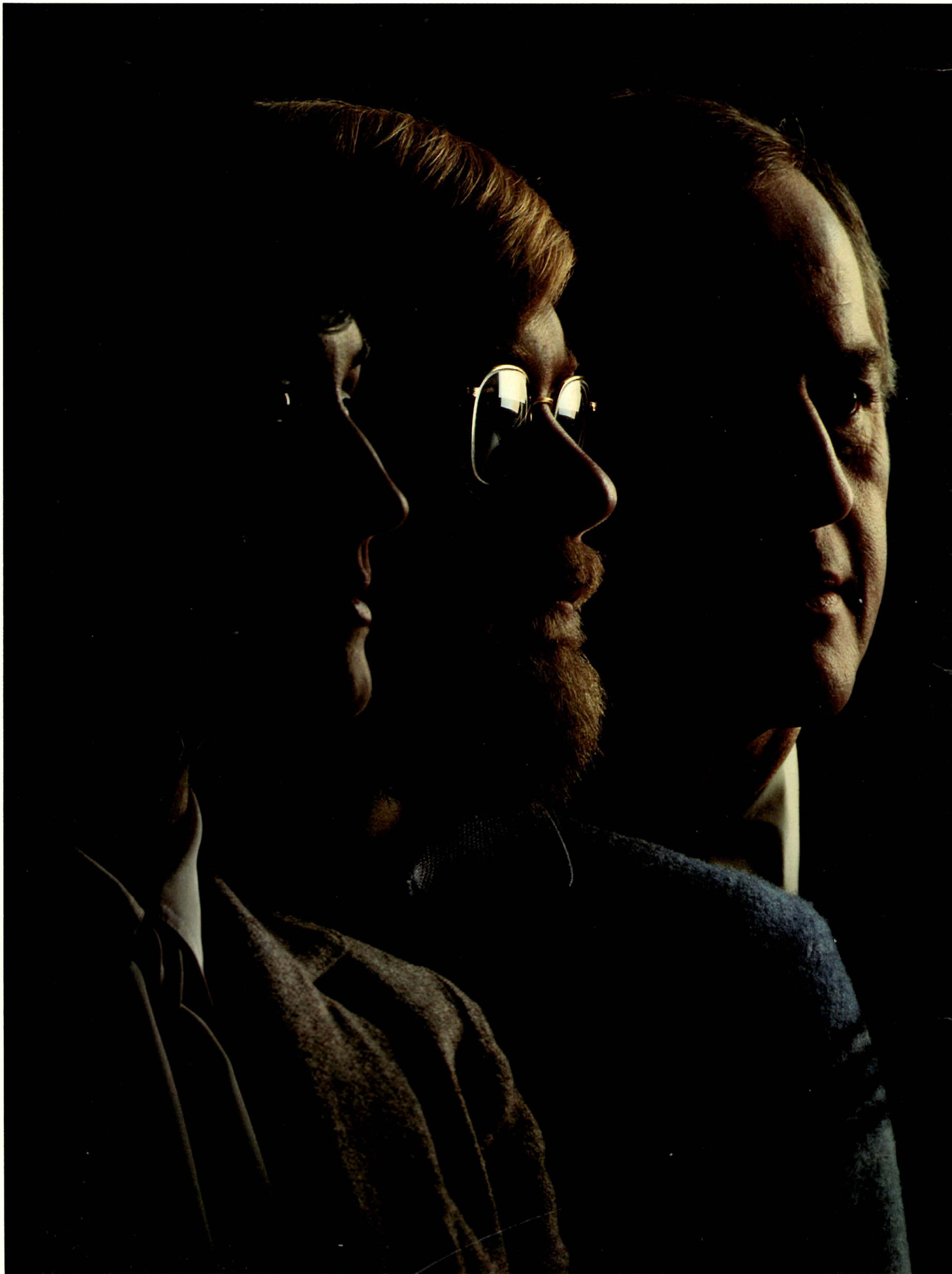
"We must have perseverance and above all confidence in ourselves."

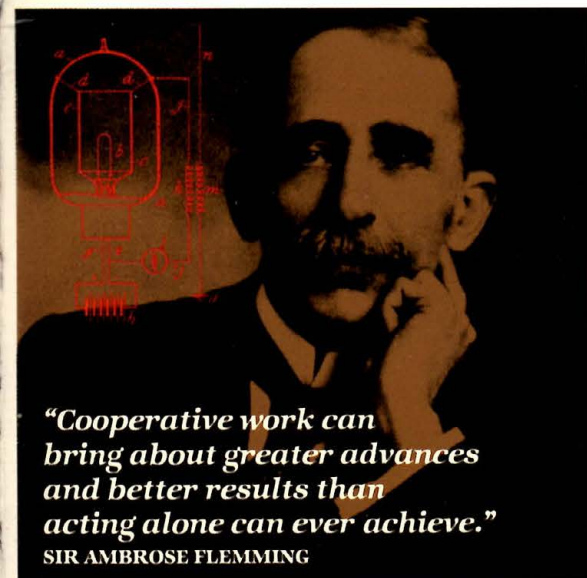
MARIE CURIE

Ra
Atomic No. 80
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Internally, we've evolved an unusual system that encourages creative thinking and technical competence. We've set up a relatively unstructured diversity of job and career opportunities. Our people know there is no limit to their advancement potential: a former electronics technician, for example, is now president of Tektronix.

We know, as you know, that your investment is in much more than electronic hardware. It is in the people, the service, the corporate strength behind them.





"Cooperative work can bring about greater advances and better results than acting alone can ever achieve."

SIR AMBROSE FLEMING

Fleming's invention of the thermionic vacuum tube put the first reliable tool for measuring signal strength into the hands of technicians. We admire that kind of contribution. It's the kind you should look for, too, in choosing a supplier.

Tektronix offers its record of product innovations to help give you the competitive edge in your markets. A reputation for product quality and reliability to meet the demands of your field environments. Extensive assistance with training and new applications. And, responsive service, through a worldwide network of offices.

In choosing your supplier, all of these aspects are desirable. Some may be essential. Tektronix offers all of these plus something more.

Our enterprise is based on some very strong feelings about people. Not the least of which assumes that they are basically honest. That's why you won't find fences around any Tek facility. Or guards, lunch bells or shift whistles. Not even a time clock to punch.

And, every employee has a take-home stake in customer satisfaction, your satisfaction. Over the last seven years, about 20% of our paycheck has depended on profit sharing. That's why we're more interested in building a long-term, working relationship than making a quick sale.

If you're in electronics, telecommunications, defense, education or any other industry we've chosen to serve, we want to be your ally for increasing productivity, improving product or service performance, or solving difficult problems.

We want to establish a working relationship. Most likely, we'll both have much to gain.

Take a closer look at our company, its products and services. Let us know what you want to accomplish. And look to us to pioneer practical innovations.

We're Tektronix. A company of people committed to excellence.

**For the address of your
nearest Tektronix Field
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**Tektronix representatives
to serve you around the
world:**

Argentina, Australia, Austria,
Belgium, Bolivia, Brazil,
Canada, Chile, Colombia,
Costa Rica, Denmark, East
Africa, Ecuador, Egypt, El
Salvador, Federal Republic of
Germany, Finland, France,
Greece, Hong Kong, Iceland,
India, Indonesia, Iraq, Israel,
Italy, Ivory Coast, Japan,
Jordan, Korea, Kuwait,
Lebanon, Malaysia, Mexico,
Morocco, The Netherlands,
New Zealand, Norway,
Pakistan, Panama, Peru,
Philippines, Portugal,
Republic of South Africa,
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Switzerland, Syria, Taiwan,
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United Kingdom, Uruguay,
Venezuela, Zambia.

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An equal opportunity employer M/F/H

Resource material on Sir Ambrose Fleming
courtesy of the Royal Television Society.