

Tektronix



on Tour

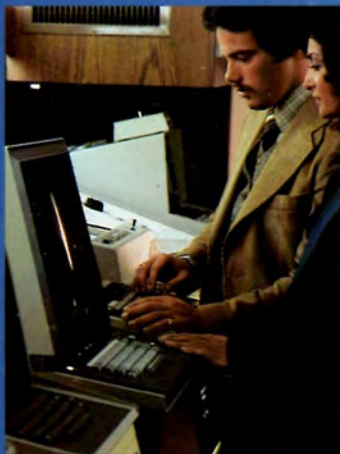
***Mobile
Sales Display***

A Time-saving Opportunity

It's taking more time these days to make a good buying decision. Obtaining literature and information, familiarizing yourself with the capabilities and features of increasingly complex products is consuming more time, money and energy than ever before.

In an effort to reduce these costs both for our customers and for ourselves, Tektronix has commissioned a fleet of Mobile Sales Displays, on tour throughout the country, to bring the information and demonstrations you need to make a good buying decision to your doorstep.

Tektronix Mobile Displays make it easy for you and other interested people of your organization to quickly and conveniently acquaint yourselves with Tektronix products.



Conducted by Tektronix Personnel

Your Tektronix Sales Representative will make all the necessary arrangements to ensure that the Mobile Display presentation is a smooth-running, well-organized event.

On the day of the visit, representatives from your local Tektronix Field Office will be on board the Mobile Sales Display. With them will be the technically trained Mobile Sales Display Representative, who is licensed, in addition to being certified by the U.S. Department of Transportation, to operate the Display.

Their job is to make each person's tour through the Display a worthwhile experience by giving a quick overview of the products on board and by being available to answer questions or to demonstrate specific product functions.



A Valuable Experience

Inside the Mobile Sales Display, you will find the Tektronix equipment and accessories which we believe will be of greatest interest to you and your organization.

We've included a dozen or more relevant applications or routines — each one demonstrating a different product's primary use. Some of these applications may help your people develop new ways to approach problems or expand capabilities.



Pre-programmed for Efficiency

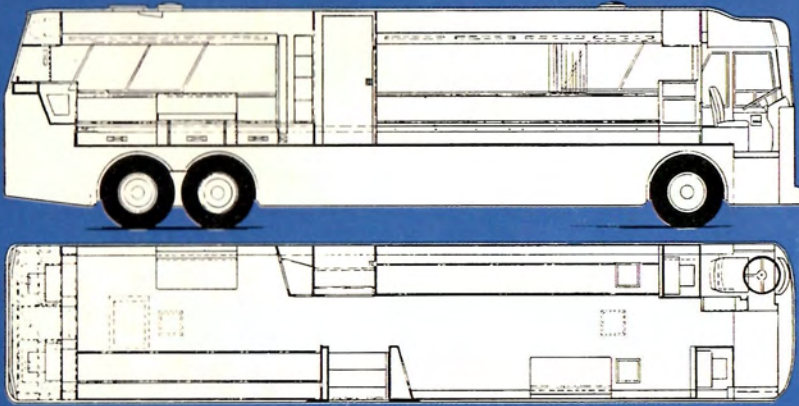
All the equipment on board is plugged-in, cabled and operating.

Each product is pre-programmed to run through a repetitive, one or two minute routine. To stop and watch each and every product go through its paces takes about 25 minutes, but most individuals will concentrate on only a few products and be through the Mobile Display in about 10 to 15 minutes.

For up to 100 visitors, the Mobile Display should be scheduled for a half-day, in the morning or afternoon. The Display can accommodate as many as 250 visitors in one eight-hour period.



Mobile Sales Display Specifications



Length: 40 feet
Width: 8 feet
Height: 13½ feet.

Self-Contained Electrical
Power supply: 20 KW
generator with diesel
exhaust vented to traffic
side.

Optional External Electrical
Power Supply: 220 Volt
A/C Shoreline

Turning Radius:
180 degrees: 90 feet



Tektronix, Inc.

Tektronix is one of the world's largest test-and-measurement instrument manufacturers. For over three decades we've led the world in the development and production of cathode ray oscilloscopes with no close second. Tektronix is also a leading producer of graphic computer terminals and graphic computing systems.

As the result of heavy investments in research and development, together with adherence to our principle of providing products



of "unmatched value," Tektronix' customer base is over the 41,000 mark — spanning science, industry and education.

Tektronix is headquartered in Beaverton, Oregon, and maintains 46 Field Offices throughout the United States with over 20,000 employees. Tektronix also supports a network of sales and service offices in over 50 countries around the world.

For more information about Tektronix Mobile Sales Displays, just contact your Tektronix Sales Representative, or write:

Tektronix
Mobile Sales Displays
3003 Bunker Hill Lane
Santa Clara, CA 95050

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Custom-Built Coach

Tektronix Mobile Sales Displays are built to Tektronix' own design specifications. Each Display is fitted with finished cabinetry and interior appointments — carpeting, draperies and paneling.

Product stations are positioned along only one side of the Mobile Display for roominess and continuous traffic flow.

The display area is climate-controlled with factory heat and air-conditioning, in addition to four built-in air-conditioning units.

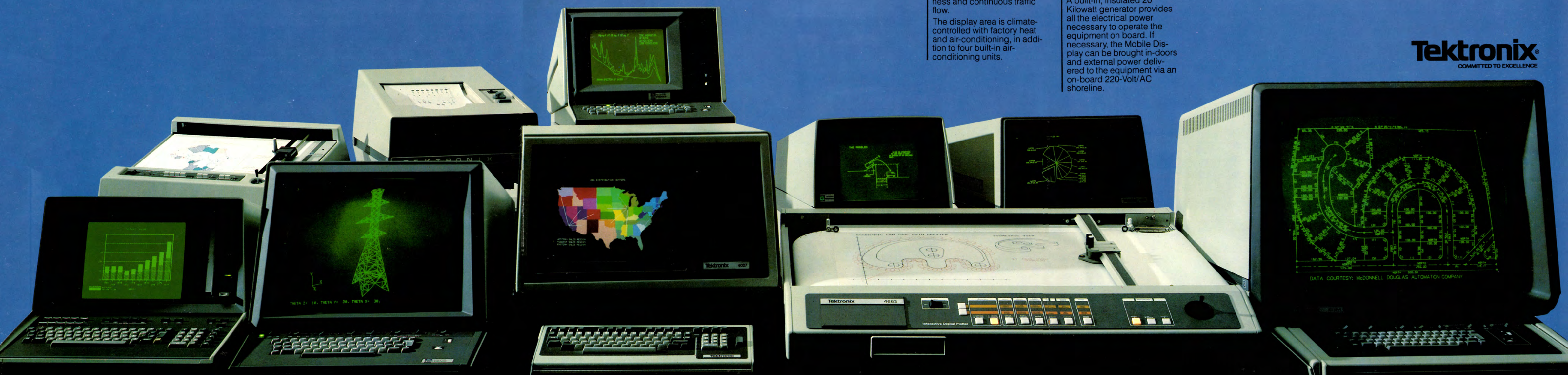
Completely Self-Contained, Self Powered

Arranging a Tektronix Mobile Sales Display presentation is effortless. It arrives set-up and ready for visitors to step on board. Thus, the entire presentation may be driven from one location to another in minutes for your convenience and efficiency.

A built-in, insulated 20 Kilowatt generator provides all the electrical power necessary to operate the equipment on board. If necessary, the Mobile Display can be brought in-doors and external power delivered to the equipment via an on-board 220-Volt/AC shoreline.

Extensive Insurance Coverage

Tektronix carries separate blanket liability insurance policies covering bodily injury and property damage on its Mobile Displays. Your Tektronix Sales Representative can provide you with a Certificate of Insurance for your files, on request.



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Mobile Sales Display

