

Tektronix Expands Distribution Channel in Italy

New Agreement with Giakova Now Encompasses Full Tektronix Product Portfolio, Giving Customers a Broader Technical Support Network and More Purchasing Options

MILAN, Italy, February 23, 2011 – Tektronix, a leading manufacturer of oscilloscopes, today announced a new agreement with Giakova that will enable them to offer Italian customers the full portfolio of Tektronix oscilloscopes, signal generators, spectrum analyzers, logic analyzers, and bit error rate testers. The move will allow this distributor to add to the range of products on offer to their customers, which currently includes bench oscilloscopes, function generators, digital multimeters, DC power supplies, counter/timers, probes and accessories.

Applications that were previously considered high performance, such as Ethernet, USB2.0 and DDR memory, have become mainstream. This means that the need for high-performance test instrumentation has moved from specialized test centers to many more cities around the country. The expanded partnerships will provide the resources needed to ensure that Tektronix can continue to provide its customers with the support and advice they need when choosing a test solution for their application.

In announcing plans to increase channel partner support, Amir Aghdaei, Tektronix President, said: “Our customers have asked us to provide a range of selection, purchase and support options, tailored to their business needs. With the recent launch of our Customer Care Centre, our own sales force, and now our extended distribution network, we are giving customers more choice and better support than ever before.”

“Our channel partners have demonstrated their ability to provide customers with timely support and purchase options, and we are confident that their capabilities will only get stronger under the expanded agreements,” Aghdaei added.

Increased Coverage for the Whole of Italy

Under the new agreement, Giakova will work jointly with Tektronix account managers and application engineers to configure test solutions and consult on a wider range of application test requirements with customers throughout Italy. Tektronix will also continue to sell instruments directly through its own sales network, offering customers multiple purchase and support paths.

The new partnership agreement with Giakova is effective immediately.

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About Giakova

Founded almost 20 years ago in Milan, Giakova is one of the most important Test and Measurement distributors in Italy, offering a wide range of test solutions for engineers designing, manufacturing and deploying the latest technologies in the automotive, power electronics, automation, defence & aerospace and communications markets. Thanks to a team of skilled sales engineers with a deep knowledge of the Test and Measurement market, Giakova has been able to grow over time establishing the company as a reference point in the Italian market for qualified pre-sales and post-sales support. The ISO9000 certification and a modern, web-based approach to sales and marketing activities enable Giakova to maintain a high level of service with customers throughout Italy.

About Tektronix

For more than sixty years, engineers have turned to Tektronix for test, measurement and monitoring solutions to solve design challenges, improve productivity and dramatically reduce time to market. Tektronix is a leading supplier of test instrumentation for engineers focused on electronic design, manufacturing, and advanced technology development. Headquartered in Beaverton, Oregon, Tektronix serves customers worldwide and offers award-winning service and support. Stay on the leading edge at www.tektronix.com.

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