

Tektronix Expands Distribution Channel in Germany

New Agreements with CalPlus and Elektronik-Kontor Now Encompass Full Tektronix Product Portfolio Giving Customers Broader Technical Support Network and More Purchasing Options

MUNICH, November 8, 2010 – Tektronix, the world's leading manufacturer of oscilloscopes, today announced new agreements with CalPlus and Elektronik-Kontor that will enable them to offer German customers the full portfolio of Tektronix products, including high performance oscilloscopes, signal generators, spectrum analyzers, logic analyzers, and bit error rate testers. The move will allow these distributors 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 specialised test centres 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.

“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 Center, our own sales force, and now our extended distribution network, we are giving customers more choice and better support than ever before,” said Amir Aghdaei, Tektronix President. “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 agreement.”

Increased Coverage for the Whole of Germany

Tektronix announced its strategic partnerships with CalPlus and Elektronik-Kontor in October 2009, since which time the two distributors have used their technical expertise and extensive infrastructure to help Tektronix better serve the needs of customers in Germany. CalPlus concentrates its efforts in the Northern, Eastern and Western areas of Germany, while Elektronik-Kontor focuses on Bavaria and Baden-Wuerttemberg.

Under the new agreement, CalPlus and Elektronik-Kontor 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 Germany. Tektronix will also continue to sell instruments directly through its own sales network, offering customers multiple purchase and support paths.

The new partnership agreements with CalPlus and Elektronik-Kontor are effective immediately.

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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.

About CalPlus

CalPlus, a German national distributor with locations in Berlin, Hamburg, Kassel, Cologne, Mannheim, Frankfurt and Munich, was founded in 1999 by former Fluke sales staff. CalPlus is the most profitable Fluke partner in Germany and is one of the top 3 distributors of industrial measurement instruments and calibrators. Steady growth over the years has allowed CalPlus to make investments for the future. Through the integration of scope shop Hamburg and the simultaneous sales partnership with Tektronix, the number of employees has now risen to 28.

www.calplus.de www.scopeshop.de

About Elektronik-Kontor Messtechnik GmbH

Since 1981, ELEKTRONIK-KONTOR (based in Heilbronn) has been a fixture in Germany when it comes to electronic measurement – as a provider of test and measurement technology. In close cooperation with innovative and market-leading manufacturers such as Fluke, Elektronik-Kontor Messtechnik GmbH is a distributor for all of Southern Germany . With comprehensive technical know-how and excellent market knowledge, Elektronik-Kontor Messtechnik customers can always expect good advice, making this company the right contact for troubleshooting. With offices in Munich , Heilbronn , Stuttgart and Dusseldorf , a very good customer service is guaranteed.

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