



TEKTRONIX NEWSLETTER

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TO ALL EMPLOYEES:

One of the most significant technical breakthroughs made by Tektronix Engineering has been development of low-cost, rugged, practical storage.

The storage tube has had a major effect on our oscilloscope technology and market success. It soon became evident, in addition, that our position in storage development held out the promise of wider applications, and offered a competitive advantage in areas of product development other than oscilloscopes.

Among the most likely possibilities were:

Large-screen monitors for the computer industry. Our storage-tube monitor would provide a very economical answer to that industry's emerging requirements for remote, rapid readout of information.

Display instruments, for the office-equipment market. These instruments have the capability of transmitting (over long as well as short distances) displaying, and providing hard copies of typewritten information.

So strong were these possibilities that last year Tektronix began to investigate the feasibility of designing such instruments. Based on the positive results of this investigation, it's my pleasure to announce that September 20, we will establish a new division (as yet unnamed) to design and later to manufacture and market display instruments and monitors.

Heading the activities of the division, which will be separate from other Tektronix operations, will be:

C. Norman Winningstad, who will have initial overall responsibility as well as direct responsibility for engineering; and Frank Consalvo, who will be Manufacturing, Marketing and Administrative manager. Both will report to me. They will make their headquarters in our Sunset plant.

Norm has been our Engineering division Display Device Development manager; Frank, director of Systems & Planning.

Establishment of the new activity marks our first occasion to diversify into a field considerably different from that of measuring instruments, in which we have earned our reputation.

However, our investigations of the potential market, and our expectations as to the performance capabilities of the new products, give us every reason to believe this diversification will have major long-range benefits for all of us.

Howard Vollum
President