

SWITCHING *directions*



A Unit of Teledyne Electronic Technologies

The Marketing Newsletter of Teledyne Relays

April 2001



¡Únete a La Revolución!

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In mid-2000, Sam Calvillo, our Director of Sales & Marketing, challenged me to develop a Marketing Communications (Marcom) program that would be more creative and aggressive in positioning Teledyne as a leader, an innovator and a dynamic company with products that will leave customers begging for more.

To meet the challenge, we realized that we needed to establish a partnership with a NEW full-service agency. To find the right agency, we interviewed 10 marketing communications firms over three months. Kay Lau & Associates (KL&A) was selected as the newest member of the marketing communications team in September. After reviewing their portfolio, we felt that KL&A would be the most creative, aggressive and innovative of all firms interviewed.

Our Marcom Mission: to let the marketplace know that a revolution is taking shape at Teledyne Relays. Today, we are adding new product lines, conquering new market segments and aiming to dazzle the minds of a new generation of design engineers.

Our Marketing

Communications Goals:

- Target design engineers
- Generate new prospects that will lead to getting designed into new systems



Our Focus: With an established and growing product portfolio, and a marketing team ready to embrace the changes in the market, we want to become the undisputed leader in the following markets:

- Wireless/Telecom
- Networking/Internet
- Test/Instrumentation/Measurement
- Industrial
- Aviation/Military
- Space

As we move away from a conservative image, we're introducing **NEW** products in a **NEW** way. So what's cooking in the marketing kitchen?

- Hot tamales from Aunt Lupe's Café.
- A hot new ad campaign with a comic twist.
- News releases, up to two per month.

- Flooding the market with technical articles and briefs to tout our outstanding performance data.
- Educating the market about the vast number of applications that use our relays.
- Bigger and bolder direct-mailers

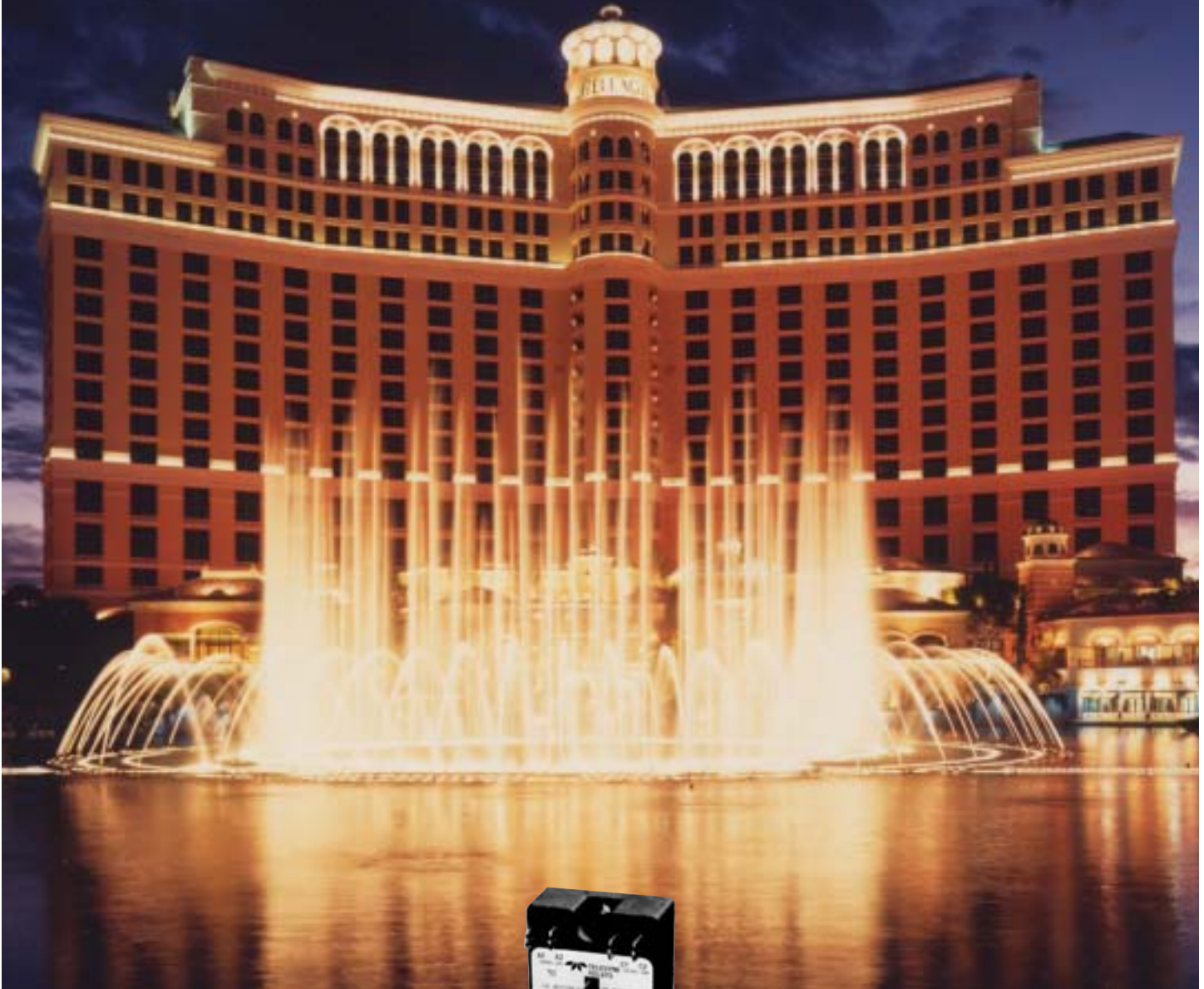


covering several markets. (Heat Sinks in a "Red Hots" candy box).

- An integrated Web site that makes it easy to find technical information, buy relays and get technical support within 24 hours.
- Media surveys.
- Bringing new product families to market ... fast!
- And the list keeps growing!

So come join the revolution.
¡Viva La Revolución!

Big splash. Little squirt.



One of the most expensive and spectacular water shows in the world, the fountain at The Bellagio hotel in Las Vegas relies on an unlikely cast – 27 million gallons of water and thousands of lights controlled by compact Teledyne SSRQT solid-state relays.

According to sales manager Harvey Laner, the fountain spans 1,000 feet and features 1,200 nozzles and over 4,000 individually programmed white lights.

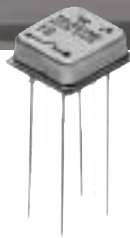
Powering the lights are 25-amp SSRQT relays, each of which offers four outputs to significantly reduce the size of the control system. The relays also meet rigorous thermal and reliability specs.

Come see us on the Strip.

 **TELEDYNE
RELAYS**

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We give Airbus a real lift.



A longtime aviation customer recently asked Teledyne Relays to help redesign the Airbus 340 slat flap control computer (SFCC), which determines the lift and drag of the aircraft.

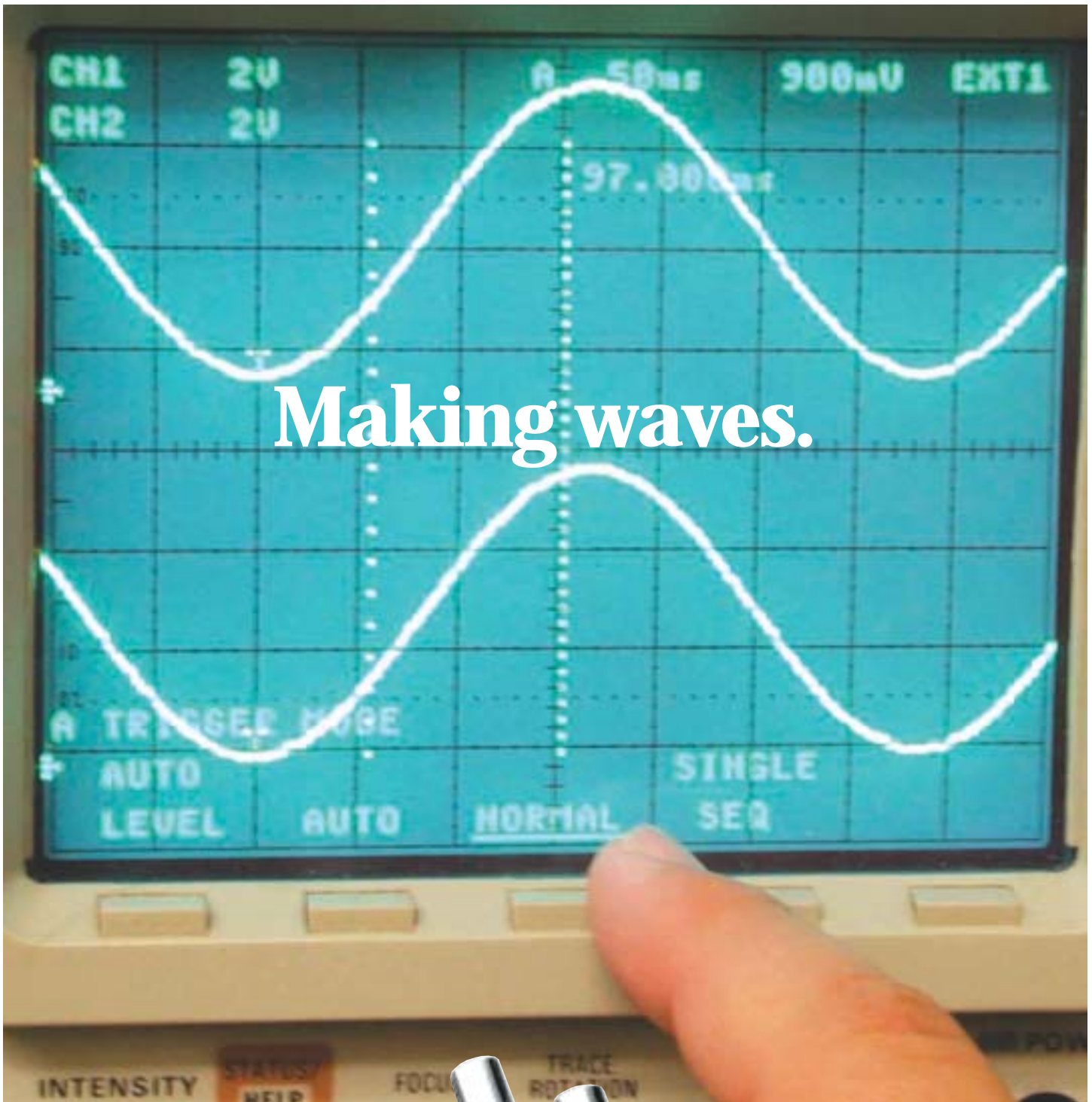
According to German sales manager Franz Walkowiak, the customer was having quality problems and needed solid-state relays (SSRs) they could count on. So, we're adapting our exist-

ing relays to match specific footprints. We'll also work with them to develop the SFCC for new aircraft, including the A380 and A400.

Airbus uses Teledyne SSRs. Because having the wrong lift could be a real drag.

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Making waves.

When engineers at a company that makes test and measurement equipment needed an electromechanical relay (EMR) for a new oscilloscope, they wanted both superior performance and a tiny footprint. They got everything they wanted when they called Teledyne Relays.

According to Japanese sales manager Fumino Ohike, a Teledyne Relays 732-12 electromechanical relay is being used in the programmable attenuator circuit of a unique new oscilloscope. The circuit of

the oscilloscope has a four-stage construction, which requires VSWR 1:15 and isolation across poles of 40dB at 3GHz or higher. This customer uses EMRs from Teledyne Relays. Because we work on the same wavelength.

 **TELEDYNE
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